

Vogue

INCORPORATING
VANITY FAIR



SPRING HATS —
BETWEEN-SEASONS FASHIONS
JANUARY 15, 1937
PRICE 35 CENTS



Curtain Raiser

THERE'S NEWS IN THESE NEW TOWELS

NEWS of hues and tones and off-shades you haven't been able to find before now for your bathroom. "In response to popular demand," the regular Cannon colors will continue (six basic tones). Added are ten brand-new tones, making sixteen in all—and all good!

The Cannon colors are grouped three ways: *First*, there are the clear, medium pastel shades, as before. *Second*, the rich new "Deeptones," like navy blue and emerald and dubonnet. *Third*, and newest of all, some delicate

pastels in finest quality weaves, which we call "Shadowtones"—and don't miss 'em!

Also, there's NEWS in the new designs for '37. . . . Special stripes and bands and checks, original and exclusive and smart. Fresh all-over floral and leaf patterns, quite Springy in

feeling. New fancies which give white a chance once again as a color—and so on and such. Then, of course, we've good news of values. As always, Cannon towels for '37 don't cost anywhere near what you'd think—still, they keep their looks and their softness and skill longer than you'd ever guess!

Those shown above are usually priced from 39c to \$2. Others equally fresh and satisfying, in widest variety, at the fairest costs. *Now's a fine time to investigate—and invest.* . . . Cannon Mills, Inc., New York City.



Cannon Towels
FOR '37

BONWIT TELLER

FIFTH AVE. AT FIFTY-SIXTH ST.

Windsor suit and its complete *entourage* of smart accessories. First proposal for the biggest suit spring in ten years. Beautifully cut model with the important English drape that gives the jacket its soft becoming line. Smart single-button closing, wide lapels and shooting arrow pockets after Charles Creed. Beautifully tailored of smooth-finish menswear herringbone with immaculate white satin cravat, 55.00

SUIT SALON, FIFTH FLOOR



The Rose Valois fedora with veil, 17.50
New arrangement of full-skin silvers as stole, 395.00
Patent and suede discus suit-bag, 10.00
Black French velour suede gloves, 5.95
One of a collection of old gold watch-fobs, 35.00

ARTHUR O'NEILL



*P*ortrait of spring
chic—you in a coat stunningly
topped with FROMM Silver Fox!
You at your loveliest . . . your
face framed in dark beauty
bright-with-silver. Incomparably
smart . . . indisputably flattering
. . . every FROMM Silver Fox has
a pedigree, certified by a tiny
medallion attached to the pelt.

FROMM
Bright with Silver
PEDIGREED FOXES

KNOW THE PEDIGREE OF THE SIL-
VER FOX YOU BUY. This medallion is sealed
to the nose of every genuine Fromm-Pedigreed
Fox. To receive the free pedigree of the silver
fox you purchase, mail the medallion to Fromm.



COURTESY STRAWBRIDGE & CLOTHIER, PHILADELPHIA, PENNSYLVANIA • DESIGNED BY PAQUIN

jay thorpe FIFTY-SEVENTH STREET WEST, NEW YORK



A HAT, A MOOD . . . TO INDICATE HOW SOUTHERN HEADWINDS
ARE BLOWING IN OUR RESORT MILLINERY COLLECTION. AT OUR
PALM BEACH AND MIAMI SHOPS, AS WELL AS IN NEW YORK.

Sunshine Fashions

BURDINE'S ★ **MIAMI**
 & BURDINE'S — Lincoln Road†
 M I A M I B E A C H


© BURDINE'S, INC.

Acquire resortwear "on location" ...
SUNSHINE FASHIONS*, exclusively
 Burdine's, set the fashion pace for
 winter in Florida and for summer
 everywhere. Traditionally, the last
 word in design and fabrics ... **FIRST!**

† A dramatic setting for "fashion firsts" is Burdine's Lincoln Road ... acclaimed the most startling resort shop on either side of any ocean.



I. MAGNIN & CO.
CALIFORNIA — SEATTLE

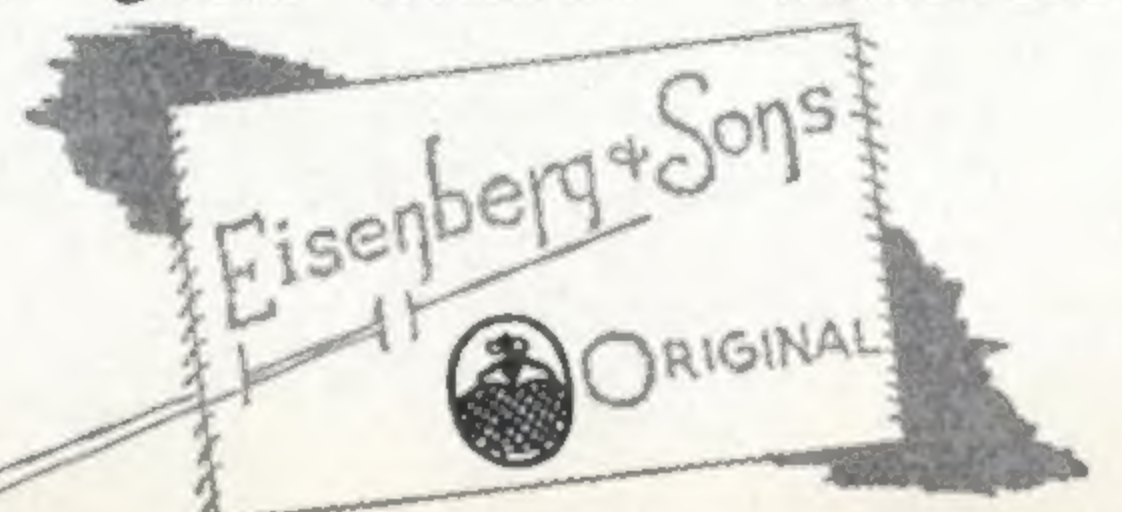


The spectator becomes the cynosure of knowing eyes when rigged out in this distinguished three-piece suit of rugged British Tweed. Adroit tailoring, pigskin buttons and belt contrive to keep the simple lines from being banal. The chamois scarf is of itself a nice fashion note.



HATS BY IRENE CASTLE

Crocuses through the snow . . . a lovely Winter melts into memory. Exhilarating weeks ahead . . . if you're ready here is bold, braided beauty—for your first dress of Spring. Each of purest silk, hand-needed and molded with custom dressmaker care—dresses you wear and wear—because you like to. Behind them a rich heritage of Eisenberg individuality—springing from the minds and hands of contented, skilled workers. These Eisenberg individuals and many others presented today in America's fine stores. Just where?—Address Eisenberg and Sons, Dressmakers, 847 West Jackson Boulevard, Chicago.



B R I G H T I D E A S

on Super-Lambskin*..

Ivory-washable... ..every one!



Colors are clear and thrilling—designs new and sprightly—in this famous dress fabric with the wrinkle-resisting texture... But here's Super-Lambskins' most endearing virtue: They're Ivory-washable! Through sudsing after sudsing in gentle suds of pure Ivory Flakes, the colors remain as brilliant—the patterns as clear—as the day you first laid eyes on them. (Proved by Ivory's laboratory tests.) Ivory Flakes are gentle enough for a baby's skin.

* All Super-Lambskin is woven of fine du Pont rayon.

- A Wear "Paris Scenes" as an apéritif to your spirits.
- B Fare forth in the soft-focus Photographic Series.
- C Choose Typewriter Prints and make your own anagrams.
- D Go gay with tiny Alpine flora in the Tyrolean Prints.



MADE BY PROCTER & GAMBLE

Columbia, makers of Super-Lambskin, say: "We recommend **IVORY FLAKES** as the safest way to wash fine fabrics"

TRADEMARK REG. U. S. PAT. OFF.

SOLD IN THE FABRIC SECTIONS OF { THE HIGBEE CO. • JORDAN MARSH CO. • J. L. HUDSON CO. • THE BON MARCHE • THE EMPORIUM • H. C. CAPWELL CO. } AND FINE STORES EVERYWHERE
CLEVELAND BOSTON DETROIT SEATTLE SAN FRANCISCO OAKLAND

*Under the Miami Sun
with 1937 Jantzens*



Superbly styled to mold and flatter the figure—these richly textured new Jantzens that will play so spirited a part in the fashion picture of 1937. Lovely new Kava-Knit fabrics have been created by Jantzen...fabrics of sheer beauty with actual figure-control qualities permanently

knitted-in. Sparkling new models from Continental style sources—in the water and out they fit with sleek perfection...molding the body in graceful slender silhouette.

Burdine's
MIAMI ☆ MIAMI BEACH
SUNSHINE FASHIONS

FAVORED indeed is the motor car maker who, while looking forward to the new needs of new times, also can look back on a long tradition of goodness and value. From the one he draws inspiration to keep on the advance—from the other, the solid merit of tested principles. No car on the road is more modernly styled than the new year's Buicks, nor more perfectly paced in performance to today's quick tempo. Yet nowhere will you find traditions of fine craftsmanship more strictly maintained or a greater insistence on solid dependability in every part. It is the successful combination of the good things of today and the good things of yesterday that is making so many thoughtful car-buyers decide "It's Buick Again!"



"IT'S
BUICK
AGAIN!"

Limited

one of four great **BUICKS**

THE MODEL SHOWN IS THE LIMITED SIX PASSENGER FOUR-DOOR SEDAN, PRICED AT \$1725 LIST, FLINT, MICH. FENDERWELLS EXTRA. OTHER BUICKS FROM \$765 LIST AT FLINT. SAFETY GLASS INCLUDED, STANDARD AND SPECIAL ACCESSORIES GROUPS EXTRA. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

SUNNY STROLL IN TROPEEKA

СПИИХ СТВОТТ ИИ ТВОБЕЕКА



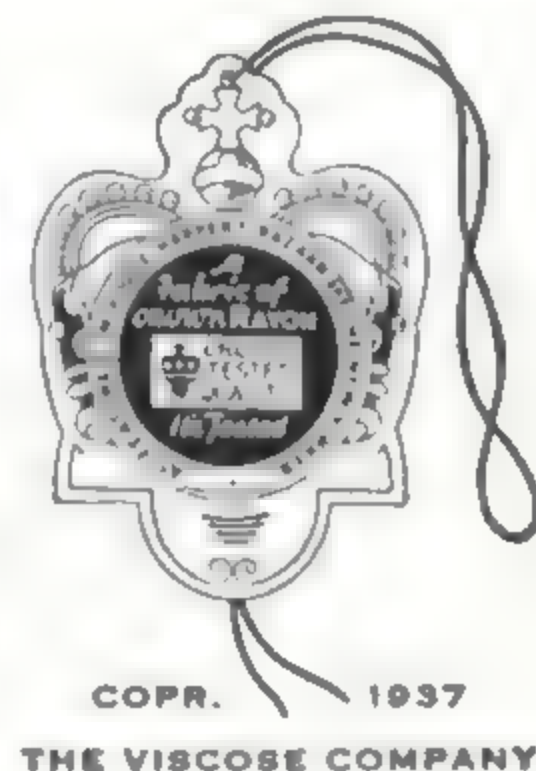
ARTHUR O'NEIL

SALLY FORTH in these original Sunshine Fashions proud of your discriminating selection. Costumes suave enough to be classic... new enough to win admiring glances. Created of Crepe Tropeeka, in Seraceta and *CROWN* Rayon, the NEW Rayons of Fashion... novelty cloky weave, immaculate looking and pleasant as sunshine. *CROWN* Tested

for your complete satisfaction. White and resort pastels. Sizes 12 to 20. Dress with print scarf. \$25. Jacket dress with colored sash. \$35. At Burdine's, Miami and Burdine's Lincoln Road Shop, Miami Beach.

Burdine's
MIAMI and MIAMI BEACH
Sunshine Fashions

THE VISCOSE COMPANY, *World's Largest Producer of Rayon*, 200 Madison Avenue, New York City.



"A FABRIC CREATED OF *CROWN* RAYON...IT'S TESTED!"



Only rubber will do

Dive...stretch...turn...bend...or just relax — only rubber will do. ★ *Flattering*, because it molds the best lines of your figure — *Comfortable*, because in the water there's not even the semblance of "drag", then it's completely flexible and dries immediately when you step out — *Beautiful*, because only rubber will hold the lovely colors which today's smart beach wear demands.

NEW YORK • LONDON • PARIS • TORONTO

Kleinert's
T. M. REG. U. S. PAT. OFF.

Du Pont Rayon—



Best's own design—The Zinnia Cocktail Dress with lingerie touches...19.95. Potentate turban to match...10.00

GLORIOUS BASIS OF A PRINT DEBUT

Never was Du Pont Rayon's affinity for color shown with more exquisite effect. Colored photographs—actual camera arrangements of flower heads or leaves—are printed in exotic Gauguin colors. No print in history ever remotely captured such third-dimensional depth. You feel that you can pick each flower up. And the photographic toning richly blends the colors for wear with fur. From start to finish, Swanback is a Cohama brainchild. Count on it to be one of the most famous names in fabric for the next three years. And another sweeping triumph for Du Pont's fine yarn making. The first fashion collection was designed for Best's. But you'll find them in your city, too. We show Swanback in fashions originated for **BEST & CO., Fifth Avenue, New York**

ZINNIA SASHED WITH TAFFETA . . . 19.95

HYDRANGEA WITH CHIFFON SCARF . . . 22.95

PEAR LEAVES AND LINGERIE . . . 22.95



SWANBACK—THE CREPE WITH A NEW TOUCH





A step-in with open-mesh "Lastex" gore in vamp. In black, brown, or blue gabardine. Medium heel.



Let I. MILLER'S "Girdle Shoe"

corset your foot with
easy-breathing "Lastex"



Trim walking shoe with "Lastex" gores in front and both sides. In black, brown, and blue gabardine, with calf combination. This shoe in Cuban heel only.



I. MILLER & SONS, Inc., New York City. Stores and Agencies,
Principal Cities, United States, Canada, Foreign Countries.



The new slash shoe with "Lastex" gores in front and both sides. In Chaudron calf, black calf, and black patent leather. It comes in both high and medium heel.

SECOND SENSATIONAL SEASON . . . On the high heels of their signal triumph last Fall with this new internationally famous shoe, I. Miller & Sons do it again! Presenting three new and original versions of the Girdle shoe, with benefit of 3-way, open-mesh "Lastex" gores, that mould like a girdle. "Lastex" you know as the elastic yarn whose touch makes any woven or knitted fabric stretch for better fit and greater comfort. You have experienced its blessings in foundations, bathing suits, hosiery, and lingerie. Now the leading creators of shoe styles invoke its magic to delight your eye and comfort your foot. Available in all the authentic costume colors for Spring. See these Girdle Shoes, try them on, wear them. You'll adore their fit and flattery from the first step. "Lastex," 1790 Broadway, New York City.

Lastex
REG. U. S. PAT. OFF.

...THE MIRACLE YARN THAT MAKES THINGS FIT

B.V.D. 1937

for beauty and the beach!



A brand new "beauty line" for sirens who would be slender. B.V.D.'s "Princess Front" with flattering uplift control. Piped in contrasting color and designed in the famous "Sea Tweed." \$5.95.



Crosstide stitch!—a fascinating new "sea yarn" that is taking bows for its rippling beauty. The adjustable white braided straps and decorative chrome sea horse clips do a dual job of "form-fit" adjustment. \$5.95.



"She loves me, she loves me not" is the story told by the bright new beauty of the bold daisy pattern in this printed Sea Satin "Lastex" maillot. A shirred bra top moulds the firm uplift, held by braided halter straps. \$7.95.

The proud look of a hand-knit suit, plus the superb sculpturing features that distinguish B.V.D. models. Double tie belts and braided straps add the charm of contrast. \$8.95.

A perfect accent for the smart, square neckline of this form-fitting maillot—white pique braid with adjustable shoulder bow. In B.V.D.'s "Sea Tweed." \$3.95.

Flash...from the Southern Beach scenes of 1937! Girls into goddesses on the sands and into mermaids in the deep—that's the mission of these glamorous swim suits of B.V.D. Their silhouetting and moulding fabrics, cunningly devised to bring that *sculptured* look—their beautiful patterns and brilliant colors—all are the way to the body *beautiful...lovely...glorified*. The B.V.D. Corporation, Empire State Building, New York. Also made and sold in Canada.

© 1937, THE B. V. D. CORPORATION, N.Y.

B.V.D. 1937



SWING
INTO
SPRING
feet first



Ensembles Courtesy
THE TAILORED WOMAN

Swing into Spring feet first . . . and be steps ahead of the mode in the fascinating new footwear by Rice-O'Neill. Shoes so smart, they outsmart Paris. So chie, that admiring eyes will follow wherever you go. And so perfectly fashioned they fit the foot in luxurious comfort. See these glamorous "fashion-first" shoes by Rice-O'Neill at the better department and shoe stores everywhere.

\$8⁷⁵ to \$10⁷⁵



© RICE-O'NEILL SHOE COMPANY
Manufacturers • St. Louis, U. S. A.



Fortune: There's a wealth of Springtime charm in this dramatic oxford with its airy cut-out eyelets and nonchalant D'Orsay line.



Newport: An ode to Spring is this graceful punched oxford which cleverly combines calf and suede in perfect rhyme with the Easter sports ensemble.



Confetti: Light-hearted as an April breeze headed for smart places, this built-up cut-out suede step-in simply sparkles with swank.

These shoes may be purchased in New York at The Tailored Woman,
729 Fifth Avenue at 57th Street

"Acele" ... ON THE AVENUES OF AMERICA

IN
"Creme Ingenue"



SEE PAGE 119 FOR NAMES OF SOME OF THE FINE STORES WHERE YOU MAY OBTAIN THESE CRUISE FASHIONS



All these suits
are lined with
the famous
EARL-GLO DE LUXE
for beauty and
durability



22.75

22.75

29.75

Carolyn REG.
EDITS
THRILLING SPRING NEWS
ON SUITS

It begins with grand fabrics and ends with tailoring that would do Bond Street proud. And in between Carolyn has worked wizardry in the drape of the coats, in the subtle way that these suits will make you look slimmer. Little wonder that you'll want them to wear under furs... to go South in... and to make your entire Spring a success. In over-checked all-wool sharkskin, all-wool shepherd checks, and invisible-patterned all-wool worsteds. Sizes 12 to 20.

25.00

Carolyn

Modes are sold exclusively in New York by ARNOLD CONSTABLE—in Philadelphia by GIMBELS

Allentown, Pa. . . . H. Leh
Atlanta, Ga. . . . Rich's
Augusta, Ga. . . . Saxon Cullum Shoe Co.
Austin, Texas . . . E. M. Scarbrough & Sons
Baltimore, Md. . . . Schleisner Co.
Baton Rouge, La. . . . Dalton Co.
Birmingham, Ala. . . . Burger-Phillips
Bloomington, Ill. . . . W. H. Roland
Boise, Idaho . . . The Mode, Ltd.
Bozeman, Mont. . . . Baertsch's
Burlington, Vt. . . .
Abernethy, Clarkson, Wright
Charleston, W. Va. . . . The Diamond
Charlotte, N. C. . . . Purcell's
Colorado Springs, Col. . . . Kaufman's
Columbia, S. C. . . . Kohn's

Columbus, Ohio . . . The Fashion Co.
Dallas, Texas . . . A. Harris & Co.
Danville, Ill. . . . Meis Bros., Inc.
Danville, Va. . . . L. Herman
Denver, Colo. . . . Denver Dry Goods Co.
Easton, Pa. . . . William Laubach & Sons
Eggen, Ill. . . . Joseph Spiess Co.
Empire, N. Y. . . . Rosenbaum's
El Paso, Texas . . . Popular D. G. Co.
Enid, Okla. . . . The Kaufman Store
Evansville, Ind. . . . De Jong's, Inc.
Fort Worth, Texas . . . Monig's
Great Falls, Mont. . . . Paris Dry Goods
Greenville, S. C. . . . Meyers Arnold
Gulfport, Miss. . . . Geo. E. Northrop Co.

Hamilton, Ohio . . . Robinson-Schwenn Store
Hartford, Conn. . . . A. Siegel
Hazleton, Pa. . . . Hyman's
Heena, Mont. . . . New York Dry Goods
Houston, Texas . . . Foley Bros. D. G. Co.
Jackson, Miss. . . . R. E. Kennington Co.
Johnson City, Tenn. . . . King's, Inc.
Knoxville, Tenn. . . . S. H. George & Sons
Lafayette, Ind. . . . Loeb & Hene Co.
Lexington, Ky. . . . B. B. Smith
Lima, Ohio . . . R. T. Gregg Co.
Little Rock, Ark. . . . Pfeiffer Bros.
Los Angeles, Cal. . . . Broadway Dept. Store
Marietta, Ohio . . . Otto Bros.
Martinsburg, W. Va. . . . M. Cohen & Son

Mt. Vernon, Ohio . . . J. S. Ringwalt
Oklahoma City, Okla. . . . John A. Brown Co.
Portland, Me. . . . Porteous Mitchell & Braun
Portland, Ore. . . . Lipman, Wolfe & Co.
Sacramento, Calif. . . . Hale Bros.
Salina, Kansas . . . Kaufman's
Salisbury, N. C. . . . Purcell's
Salt Lake City, Utah . . . Auerbach Co.
San Francisco, Calif. . . . Hale Bros.
San Jose, Calif. . . . Hale Bros.
Savannah, Ga. . . . Leopold Adler
Seattle, Wash. . . . Best's Apparel, Inc.
Sioux City, Iowa . . . T. S. Martin Co.
Spartanburg, S. C. . . . Aug. W. Smith Co.
Springfield, Ill. . . . Roland's

Springfield, Mass. . . . Forbes & Wallace, Inc.
Springfield, Ohio . . . The Ed Wren Store
Terre Haute, Ind. . . . Meis Bros., Inc.
Topeka, Kansas . . . The Crosby Bros. Co.
Trenton, N. J. . . . Yard's Store
Tulsa, Okla. . . . Brown-Dunkin Co.
Uniontown, Pa. . . . Wright-Metzler Co.
Union, N. Y. . . . D. Price & Co.
Washington, D. C. . . . The Hecht Co.
Washington, Pa. . . . Caldwell's
Wichita, Kan. . . . The Rorabaugh D. G. Co.
Wilkes-Barre, Pa. . . . Fowler, Dick & Walter
Williamsport, Pa. . . . Brozman's
Wilmington, Del. . . . Kennard Pyle Co.
York, Pa. . . . P. Wiest's Sons

For information regarding Carolyn Modes write National Modes, 130 W. 31st St., N. Y. C.



like a magic wand

AIR STEP turns

hard sidewalks into soft carpets

Smartly styled, beautifully fashioned, this youthful "magic soled" shoe is turning countless feminine feet to stores selling Air Steps. You can buy them in most cities ... If your city is an exception write us ... and the moment a store there secures the Air Step agency, we'll send you its name.



\$5⁵⁰ to \$6⁰⁰

COSTUME BY COOPER LTD. - HOLLYWOOD

MEN'S AIR STEP AND BUSTER BROWN SHOES ARE ALSO MADE BY BROWN SHOE COMPANY, ST. LOUIS



Brown, green, claret or navy Meritex linen. Sizes 12 to 20.

Lynbrook
FROCKS
\$5.95

Rust, brown, claret or navy Meritex linen. Sizes 12 to 20.

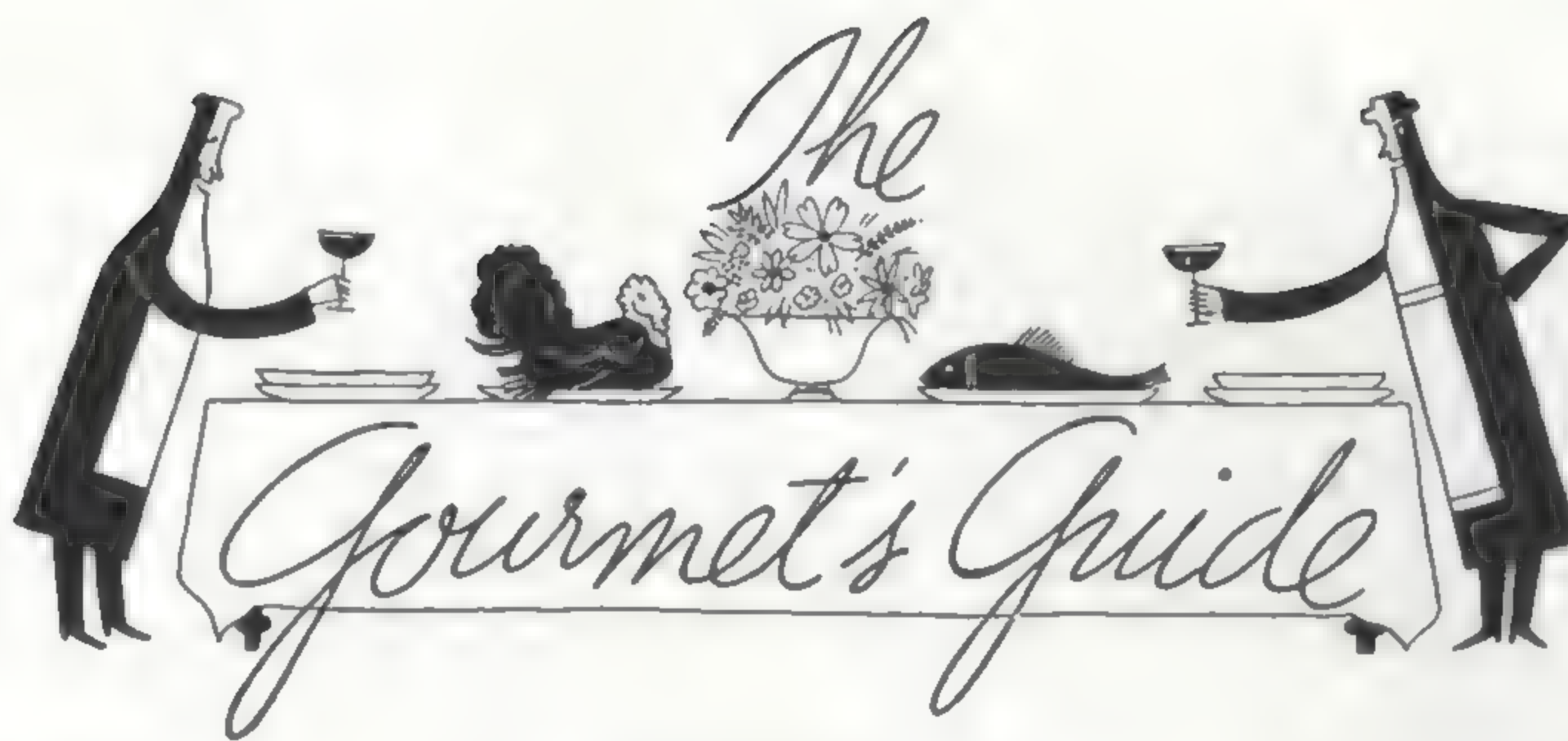


Bloomington Bros. New York, N. Y.
Philip Hammer San Jose, Calif.
Frank R. Jelleff, Inc. Washington, D.C.
Lit Bros. Philadelphia, Pa.
E. T. Slattery Co. Boston, Mass.
Smartwear, Emma Lange, Inc. Milwaukee, Wis.
Albert Steiger, Inc. Springfield, Mass.
Stix, Baer & Fuller St. Louis, Mo.
and other fine stores throughout the country

If there is no Lynbrook dealer near you, write direct to

DAVID H. SMITH, INC., LYNN, MASS.

MERITEX LINEN BY
AMERITEX
253 Church St., N. Y.



RESTAURANTS—dining

DIVAN PARISIEN

17 East 45th St.

Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines, and liquors. Air Conditioning. Vanderbilt 3-7897

THE MARGUERY—RESTAURANT FRANÇAIS

270 Park Avenue—Wickersham 2-8404

Rendezvous of the Elite of Europe and America. Parisian Specialties Every Day. Luncheon—Dinner—Popular Cocktail Hour

KUNGSHOLM—142 East 55th St. A cocktail lounge like the fine wine that is served—mellow and in good taste. A Continental café featuring famous Swedish Hors d'Oeuvres—Luncheon. Dinner Prix Fixe. Wines, liquors. Cocktails par excellence. EL. 5-8183.

JANE DAVIES'

145 West 55th St.

Luncheon 50c, 60c, 75c. Dinner \$1 and \$1.25. Vintage Wines

10 W. 55 FRANCES LYNN 52 E. 52

Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers". Luncheon 50c, 65c. Dinner 75c, \$1.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner \$1.00 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinner—noon to 8:30 P.M. The most talked about dining place in New York.

SUSAN PALMER'S

4 W. 40 Food and Drink Town House
Oyster Bar for 108 E. 38
Restaurant Particular Palates Restaurant
Home-made hot cinnamon buns.
Butter crust fresh fruit pies.

CRILLON, 116 E. 48th St., justly famous for cuisine and cellar. Prix-fixe luncheon and dinner in the restaurant. London Buffet in the Bar before the theatre; all you desire—one dollar.

HENRI—"A Bit of Paris in New York" Finest food prepared in the true French manner. Dinner from \$1.50, 5 to 10 daily, all day Sunday. Also à la carte - 40 West 46 Street - Blyant 9-4340.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

LA CHAUMIÈRE, 163 E. 56th St. A real French à la Carte Restaurant. "House reserved for those who know how to wait, eat & appreciate". Massé, formerly chef of Inter-allied Club in Paris. EL. 5-9210.

KENTUCKY SERVES A MEAL

Featuring Sunday Night Supper served five until nine P.M.

Elizabeth D. Reynolds, Inc., 15 East 48th St.

GRIPSHOLM—324 East 57th Street. The Swedish restaurant featuring Swedish hors d'oeuvres with luncheon and dinner. Luncheon 75c, dinner \$1.25. Cocktail hour. Eldorado 5-8476.

LA CRÉMAILLÈRE

Restaurant Français
Atop 30 West 59th Street, N. Y. City
For Reservation phone Eldorado 5-9246

NINETY-NINE PARK AVENUE. At 40th Street. Intimate and comfortable. Excellent complete luncheon from \$.55; dinner from \$.85. Featuring special Thursday "Cook's Night Out" dinner.

RESTAURANTS—dining

MIYAKO—JAPANESE CUISINE. 340 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

HAPSBURG HOUSE—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N.Y." Luncheon, cocktails, dinner, supper. EL. 5-8493.

JANET OF FRANCE—237 W. 52nd St. Famous for its "Onion Soup" and presenting New York's Finest Plank Steak dinner \$1.50. Luncheon 65c, dinner \$1.00. CO. 5-8717.

LITTLE OLD MANSION—61 East 52nd St. Delicious food served in a distinctly different atmosphere. See our old world miniature garden. Catering—Luncheon 50c to 85c—Dinner 85c to \$1.25. EL. 5-7868.

CAFE TROUVILLE, 112 E. 52nd St.—where you always meet your friends. Lunch, Dinner. Supper with Bunty Pendleton at the piano & Pat Hays & Jimmy Ashley singing their original songs. EL. 5-9234.

THEODORE'S RESTAURANT, 4 East 56th Street. Plaza 3-6426. One of New York's outstanding restaurants under personal supervision of Theodore Titzel. Luncheon—Dinner—Supper. Sunday Dinner. A la carte.

The KIRBY ALLEN
28 E. 70th St. 51 E. 55th St. 797 Madison Ave. Announces opening of new restaurant at 51 E. 55th St., EL. 5-7914. 28 E. 70th St. Open all day Sundays.

ZUM BRAUHAUS—207 E. 54th St. The original Bierstube since 1890. Real German cooking, and real German hospitality. Choicest wines & liquors. Music & songs. New addition just opened. ELdorado 5-8810.

ROCKEFELLER PLAZA ICE POND—Outdoor ice skating adjoining the restaurants in the Sunken Plaza of Rockefeller Center, 49th-50th Sts. Luncheon entrées from 50c. Hot toddies and cocktails from 35c. Skating charge 99c. Skate rental charge 50c. Music. Telephone Circle 6-1335.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrées from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.

GRAND CENTRAL TERMINAL RESTAURANT & Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for oyster & lobster stew & sea food. Lunch from 65c. Dinner from \$1., A La Carte.

ROCKEFELLER PLAZA RESTAURANT—32 West 50th. Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c). Cocktails, Dinner (from \$1) and Supper. Downstairs—the Old New York Room for Luncheon (from 75c). Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apartments). American cookery as a fine art. Special 100%-American dishes; fresh breads all day. Breakfast, Luncheon (from 65c). Cocktails, Dinner (from \$1). Table d'Hôte and à la carte.

THE ROGER SMITH—40 EAST 41ST ST. Grand food and a restful atmosphere give you new energy for holiday shopping and excitement. Luncheon (about 50c). Dinner \$1. Gorgeous drinks (double size from 25c).

CAFE CONTINENTAL, 10 EAST 52ND STREET. Cuisine Continental. Liquors and vintage wines. Luncheon—Dinner—Supper. Music by Adler & Taubman with miniature organ. The Grey Trio. EL. 5-0144.

CAFE

BLACKSTONE BAR AND CAFE—A rendezvous with a continental atmosphere. The finest selection of imported and domestic liquors. A dinner for a gourmet's approval, from \$1.00. 50 East 58 Street.

RESTAURANT LARUE

presents
FRANCES MADDUX

Eddie Davis and his Orchestra

Betty Bryant

Nightly for dinner and after theatre

LUNCHEON SERVED DAILY

45 E. 58th St.

Vol 5-6374

RESTAURANTS—with dancing

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

EL CHICO "As Spanish as Spain." Dine & dance in an atmosphere of Old Spain. Spanish dinner \$2.00. American dinner \$1.50. Authentic Spanish Revue. New Floor Show 8:30—11:30 & 1:30 A.M. Open from 6 P.M. to 3 A.M. including Sundays. 80 Grove St. at (Sheridan Square) 7th Ave. Tel. CHelsea 2-4645. Listen to WJZ at 8 P.M. Saturdays.

VILLAGE BARN. 52 W. 8th St. Bet. 5th & 6th Aves. The quaintest and most typically rural restaurant in the world. 3 Shows Nightly. 7:30—10:30—1:30. Air Conditioned—Free Parking. Live Turtle Races every nite at 10 P.M. Stuyvesant 9-8840-8841.

DIMITRI'S CLUB GAUCHO—245 Sullivan St. Romantic Latin Atmosphere—Typical Argentine Food and Entertainment—Famous Gaucho Orchestra. Open from 5 P.M. till 4 A.M. STuy. 9-8836.

ST. MORITZ-ON-THE-PARK, 50 Central Park S. . . the new Restaurant de la Paix, opening early in the fall, and adjoining the famous Cafe de la Paix. Continental atmosphere. Dinner and Supper Dancing. Home of America's only Rumpelmayers.

MONTPARNASSE—50 East 79th Street. No Plus Ultra. We specialize in French cooking. Where society meets for Luncheon—Dinner—Supper. Dinner and Supper Dancing. BUTterfield 8-2345.

MON PARIS, 142 E. 53 St. Real French atmosphere. Excellent food. Entertainment—dinner & supper featuring Diana Ward & Lawrence White, Gene Fosdick's orchestra. Versatile Trio at bar. EL. 5-9800.

LOUNGE BAR

RITZ-CARLTON, Madison at 46th. The Ritz Bars—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

NIGHT CLUB

LEON & EDDIE'S—33 W. 52—We scour the world for delicacies to fill you up but never let you down. Come for dinner and stay all night. Air-conditioned. Lunch—Dinner—Supper—Cocktails

NEARBY NEW YORK

ROUND HILL RESTAURANT. Sejour des Gourmets. So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

WASHINGTON

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

LUNCHEON • COCKTAILS
DINNER • SUPPER

TWO SHOWS NIGHTLY
PRESENTING THE
OUTSTANDING
ENTERTAINERS
OF THE DAY

151 EAST 50th STREET

ELDORADO 5-8028-8029

NEW YORK
Versailles

JIMMY KELLY'S

"The Montmartre of N. Y."

181 Sullivan Street
ALGONQUIN 4-1414
AIR CONDITIONED

Dinner \$1.25 to \$1.75

3 SHOWS NIGHTLY 9-12-2:30 A.M.

featuring Sunny Ray and Joe Capolla's orchestra. Cherry Blossom Room featuring Joe Ricardel and orchestra, with Elena McCoy.

OPEN SUNDAYS

"...because
it's my kind of car!"

"I CHOSE the Oldsmobile Eight because it gives me everything I want in beauty, comfort and distinction... because it is big and roomy and easy riding... because its performance is so smooth and quiet and trustworthy that driving is a new delight."

Thousands of motorists who have previously owned higher-priced cars are warm in their praise of the 1937 Oldsmobile Eight. They find in Oldsmobile everything to which they have been accustomed, at costs which are surprisingly moderate. Oldsmobile Eight offers the advantages of the latest note in streamline styling... new Unisteel Turret Top Bodies by Fisher... every modern fine-car feature. You, too, will find it the kind of car you are proud to own!

PRICES REDUCED on all 8-Cylinder Enclosed Models. Now as low as *\$785 and up, list at Lansing. Car illustrated is the 4-door Touring Sedan, \$915 list. Special accessory groups extra. Monthly payments to suit your purse. General Motors Instalment Plan.

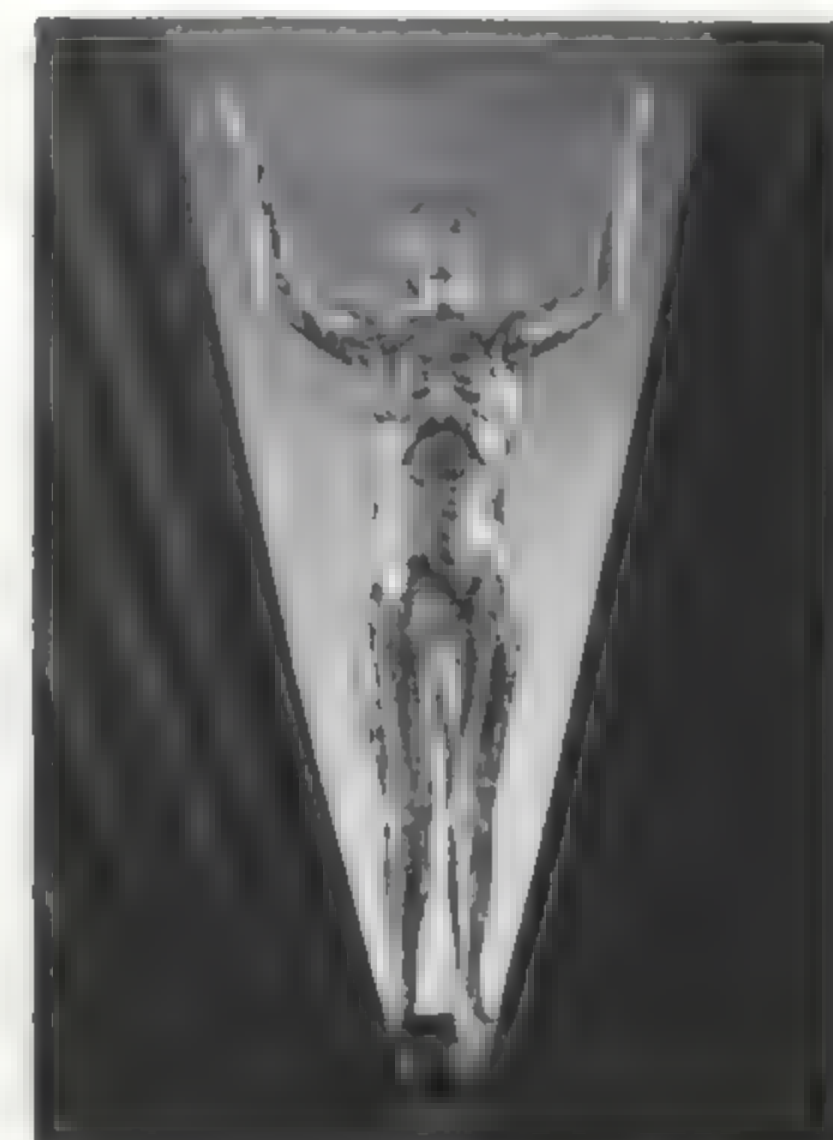


1937 Oldsmobile Eight \$785.
AND UP



The Camp Transparent Woman

... A dramatic scientific exhibit designed to increase woman's knowledge of her physical self — and to demonstrate the truth that external beauty depends largely upon internal order.



SEVERAL months ago, in a private exhibition room at Rockefeller Center, New York, a group of distinguished medical men, public health officials and scientists, looked for the first time upon a marvelous and complicated creation — the only one of its kind in the world — the Camp Transparent Woman. It was a significant occasion—one destined to mean much to millions of women the world over.

Through its transparent skin this life-size figure reveals the complex internal structure of Woman. Every bone, every blood vessel, every organ is visible—illuminated in turn by an ingenious lighting system. Product of the combined skill and labor of many specialists here and abroad, The Camp Transparent Woman was not built merely as a curiosity. To the man who conceived that figure and had it made, this costly and amazing exhibit represents another important step forward in a long campaign of public health education. For the past 25 years, Mr. S. H. Camp, head of the company that bears his name, has enlisted the support and cooperation of the medical profession and good stores everywhere to establish the fact that *scientific anatomical support is vital to the well-being and happiness of an increasingly large number of women.*

No woman, it seems to us, can look at the Camp transparent figure without realizing how important properly designed physiological support must be to her—and without some question arising as to the adequacy of her present corset or foundation. Not all women need Camp Supports. But many *do* who are not wearing them and are not even informed about them.

Life today places an added strain upon woman's nerves, organs, muscles. So many things exact their physical toll. Motherhood, illness, bad posture, overwork, overweight, operations, prolapses, muscular weakness—to mention only a few. That is why doctors agree that for millions of women a scientifically designed, carefully fitted support is a vital need.

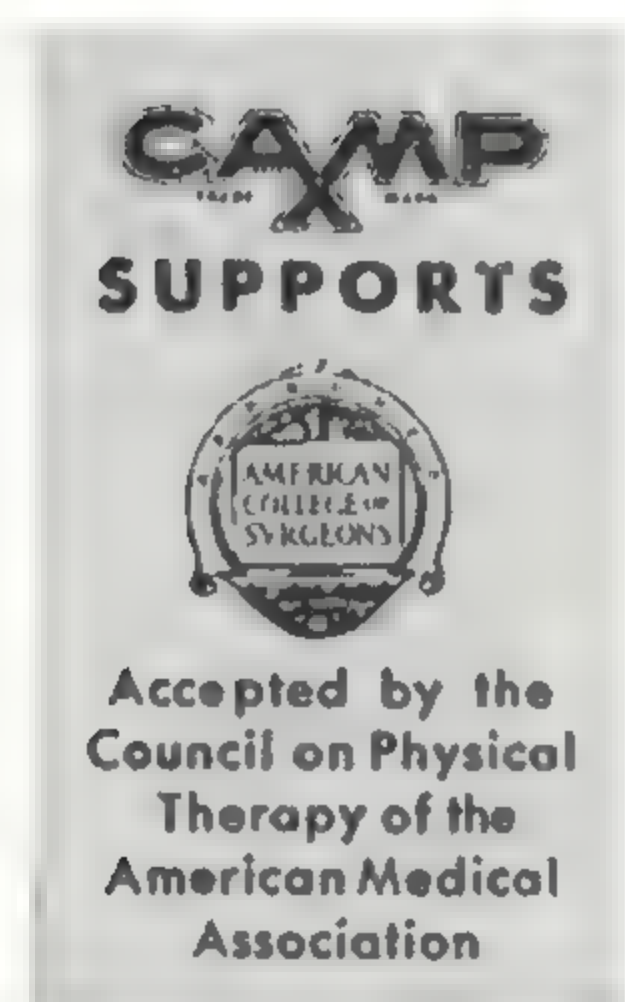
For millions of women here and in many foreign countries, S. H. Camp & Co. supplies that need. Camp Supports have the approval of the American College of Surgeons and are accepted by the Council on Physical Therapy of the American Medical Association. To say that Camp Supports are beautifully made and light in weight, to say that they give you as attractive a figure as it is possible for you to achieve—is to tell only part of the story, and *not the most important part.*

The really important thing is that Camp Supports go *beyond* the usual corset or foundation garment, *deeper* than superficial figure moulding. They are designed to help women achieve *internal order* as well as *external beauty*. How important this is your doctor has always known and you yourself may begin to realize when you see or read about the Camp Transparent Woman.

There are, in addition to the numerous models designed for specific conditions, several popular Camp Supports that have a wider and more general application. These garments embody the same patented scientific features which distinguish all Camp Supports. You may know quite definitely that your condition requires a Camp Support, or you may need one and not even suspect it. Please remember that you don't have to be a "prescription case" to need a Camp Support. Why not investigate?

All Camp Supports are accurately and individually fitted by expert corsetieres, trained by the Camp organization. Camp Supports are available at selected department stores and dealers practically everywhere. If you have difficulty finding them, we would appreciate hearing from you. They are moderately priced and are sold only at good stores—*never* by door-to-door canvassers.

S. H. CAMP & COMPANY, JACKSON, MICHIGAN
World's largest manufacturers of surgical supports
Offices at New York, Chicago, Windsor, Ont., London, Eng.



More than a quarter of a million women have already seen the Camp Transparent Woman. Soon she is going on a transcontinental public health educational tour. Try to see her "in person" if you can. Watch your local newspapers for news about this remarkable exhibit.

GIRLS' SCHOOLS

CASTILLEJA—PALO ALTO

Resident or day. Accredited. Prepares for Stanford or any Eastern or Western college or university. Music, General courses also. Training in study habits. All-year outdoor life. Kindergarten through High School. MARY I. LOCKEY, 1320 BRYANT, PALO ALTO, CALIF.

FINCH SCHOOL

For graduates of preparatory schools. Art, Drama, Music, Homemaking, Writing, Secretarial Training courses, combined with academic subjects. Resident and Day. JESSICA V. CORSHAVE, A.B., LL.B., PRIN., 61 EAST 77TH STREET, NEW YORK, NEW YORK.

MARYMOUNT JR. COLLEGE

1027 FIFTH AVE., NEW YORK CITY
2-Yr. Liberal Arts, Music, Art, Secretarial, etc. Branches—Paris & Rome for foreign study. MARYMOUNT SCHOOL, 5TH AVE. AT 84TH ST.—Pre-primary through High School. Address Rev. Mother.

THE RESIDENCE SCHOOL

MOLLIE HOU'RIGAN, DIR., EST. 1920
Music, French-Lycée Français, Advanced English, Art, Bride's School, Dramatic Art, Business Course, Graduate Law & Medical Assistants.
37 E. 83 ST., N. Y. C. RH. 4-9138.

MARYMOUNT SCHOOL

AND JUNIOR COLLEGE
Resident and non-resident. Accredited. Upper and Lower Schools—College Prep. Music, Art, Dramatics, Sports. Branches Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, BOX V.

CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y.
Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

THE KNOX SCHOOL

Prepares for College Entrance Board exams. Advanced courses: Two-year transfer course to universities, two-year terminal course. Art, Music, Drama, Secretarial Science, Household Arts, Sports. Mrs. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

OGONTZ

Thorough college preparatory, general and elective courses. Junior College, with academic and vocational majors: secretarial, home-making, dramatics, music and art. Rydal Hall, separate Junior School. ABBY A. SUTHERLAND, OGONTZ SCHOOL P.O., PA.

ROBERTS-BEACH SCHOOL

College preparatory school near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music, Art, Riding. LUCY GEORGE ROBERTS, PH.D., AND SARAH M. BEACH, PH.D., BOX V, CATONSVILLE, MD.

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Mrs. F. E. FARRINGTON, REGENT, PHILIP MILO BAIL, PH.D., PRES., BOX V, CHEVY CHASE SCHOOL, WASHINGTON, D. C.

KING-SMITH STUDIO SCHOOL

For young women. Specialized study in Music, Art, Dramatics (new little theater), Dancing, Languages and Literature, Creative Writing, Domestic and Secretarial courses. Artistic home atmosphere. Catalog. 1755 NEW HAMPSHIRE AVE., WASHINGTON, D. C.

FAIRMONT

JUNIOR COLLEGE AND HIGH SCHOOL
ADVANTAGES OF Capital. Accredited. Liberal Arts, Secretarial, Home Eco, Music, Art. Attractive social life. Sports. 38th yr. Catalog. MAUD VAN WOY, A.B., 1713 MASSACHUSETTS AVE., WASHINGTON, D. C.

NATIONAL PARK SEMINARY

Suburban to Washington. Junior college and preparatory school. Distinguished patronage. All sports. Terminal courses and preparation for advanced university standing. Catalog. Mrs. JAMES E. AMENT, BOX 517, FOREST GLEN, MD.

FAIRFAX HALL

We cordially invite you to visit school while in session to see girls and work. 4 yrs. High School, 2 yrs. College, Secretarial, Fine Arts. All sports. In famous Shenandoah Valley. WM. B. GATES, PRES., BOX V, PARK STA., WAYNESBORO, VA.

WARRENTON COUNTRY SCHOOL

Beautifully located in Piedmont Valley 40 miles from Washington. French—the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer nature and to inculcate ideas of order and economy. All sports. Riding.

Mlle. Lea M. Boulligny, Principal
Box 18, Warrenton, Virginia

SCHOOLS

For school information, address: Miss Marian Courtney, Vogue's School Bureau, 420 Lexington Avenue, New York.

GIRLS' SCHOOLS

ST. MARGARET'S

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art, secretarial work, Hockey, riding. Other sports. Country estate, modern building. Estab. 1865. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Three residence practice houses. Mrs. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

STONELEIGH-PROSPECT HILL

College Preparatory and General Academic courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing and Snowshoeing. 150 acres. Headmistresses: ISABEL B. CRESSLER CAROLINE L. SUMNER GREENFIELD, MASS.

LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Gymnasium, swimming pool. Sports—golf, skiing, riding, tennis. Catalog. GRAY M. WINSLOW, PH.D., 126 WOODLAND ROAD, AUBURNDALE, MASS.

NORTHAMPTON

SCHOOL FOR GIRLS
Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding, Golf. DOROTHY M. BEMENT, SARAH B. WHITAKER, PRINCIPALS, BOX E, NORTHAMPTON, MASSACHUSETTS.

HOUSE IN THE PINES

Near Boston. College Preparation, Junior College course with study abroad. French house. Secretarial subjects. Art, household arts, music. Riding. Separate Junior school. Miss GERTRUDE E. CORNISH, PRINCIPAL, 40 PINE STREET, NORTON, MASS.

ROGERS HALL

New England traditions. College preparation. Advanced courses in secretarial training and home economics. Music, art, and dramatics. Riding. Swimming pool. All winter sports. Mrs. KATHARINE WHITTEN MCGAY, BOX V, LOWELL, MASS.

MARY C. WHEELER SCHOOL

A girls' school modern in spirit, methods, equipment, rich in traditions. College preparatory, general. Art, Music, Dramatics, Dancing, for all. Sports on 170-acre Farm. Riding. Junior residence for girls 8-13. MARY HELENA DEY, M.A., PROVIDENCE, R. I.

FRENCH CLASSES

ORAL FRENCH

Mlle. GOU'GOLTZ OF PARIS
Successor to Alice Blum.
Limited groups. Private lessons for adults. Special course for singers. Great stress on pronunciation. 121 EAST 40TH ST., N. Y. C. CAL. 5-1257

DANCING

PAUL MATHIS

Formerly with Ruth St. Denis & Ted Shawn, Ballet—Oriental—Scarf—Plastique. Practice classes for Professionals. Regular classes or individual groups formed for adults. Saturday children's classes. Catalog. 39 WEST 67 ST., N. Y. C., SU. 7-2011

DRAMATIC ARTS

AMERICAN ACADEMY OF
DRAMATIC ARTS

The leading institution for Dramatic Training. Winter Term Begins January 15th. For catalog address: SECRETARY 251, CARNEGIE HALL, N. Y.

Alviene SCHOOL OF THE Theatre

(42nd Year) GRADUATES: Fred Astaire, Una Merkel, Lee Tracy, Peggy Shannon, Zita Johann. Combination Stage, Screen and Radio Course covering Acting, Teaching, Directing and Personal Building Departments. Modern and Classic Drama. College of Dance Arts and School of Musical Comedy-Opera. Alviene Theatre and Student Stock assure Debuts. (Appearances while learning.) For catalog write Sec'y Verne, 66 W. 85th St., New York.

WOMEN'S COLLEGE

MARYMOUNT COLLEGE

Accredited. Resident and non-resident. Confers B.A., B.S. Degrees. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics. Branches—Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

EXCEPTIONAL CHILDREN

THE WOODS SCHOOL

For Exceptional Children Three Separate Schools
GIRLS LITTLE FOLKS BOYS
BOX 169, LANGHORNE, PA.
MOLLIE WOODS HARR, PRINCIPAL

BOYS' SCHOOLS

NEW HAMPTON SCHOOL

A New Hampshire School for Boys. 116th year. Six Modern Buildings. Thorough College Preparation. Athletics for Every Boy. Moderate Tuition. FREDERICK S. SMITH, A.M.
BOX 198, NEW HAMPTON, N. H.

WASSOOKEAG SCHOOL

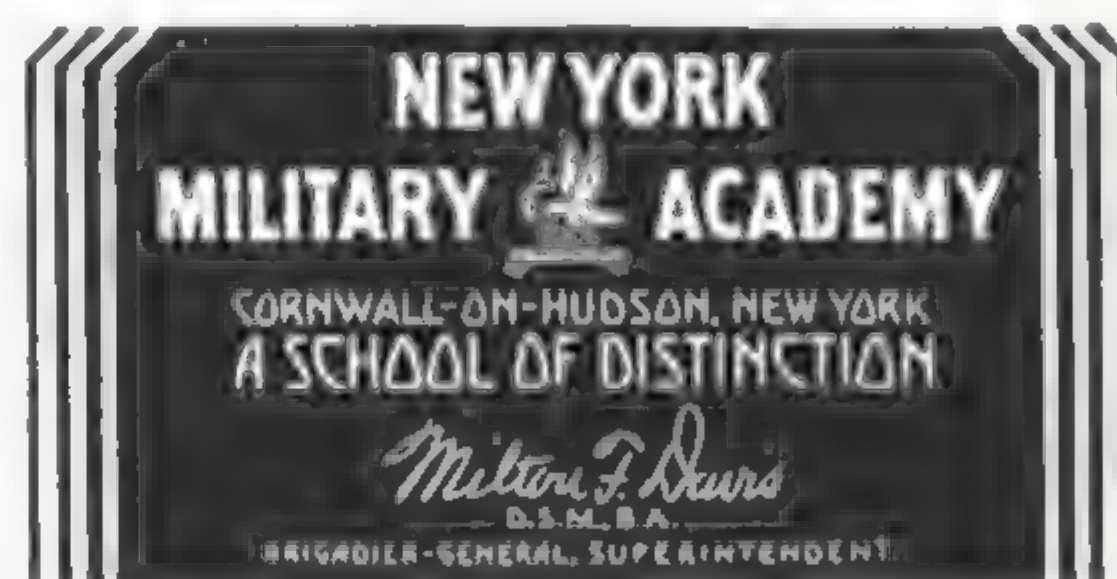
Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

THE HUN SCHOOLS

Unusual educational plan for college preparation. Small classes. Separate campus and faculty for younger boys with optional five-day plan. All sports including polo and crew. JOHN G. HUN, 103 STOCKTON ST., PRINCETON, N. J.

OXFORD ACADEMY

Preparatory to leading colleges. Each student a class. Awakens dormant faculties. Teaches study, concentration. Develops character, initiative. Succeeds where others fail. Also Lower School. Sports. 27th yr. DR. J. M. WEIDBERG, BOX V-95, PLEASANTVILLE, N. J.



Finding a vocational school is often a difficult task, even though you know in advance what field you want to enter. Perhaps we can be of assistance by telling you something about the distinguishing characteristics of each school. Or if you have not yet decided what your work is to be, we may be able to make suggestions. Please call on us personally, or address your inquiry to: Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York City.

FINE AND APPLIED ARTS



FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, SCREEN AND STAGE

Styling, fashion forecasting, textile design, color psychology, fashion illustration. Individual, specialized training under the direction of **EMIL ALVIN HARTMAN** America's Foremost Instructor of Fashion Art. FashionAcademy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training.

30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5

HOUSEHOLD SCIENCE

MODERN HOUSEKEEPING

A course for brides and young housekeepers in food preparation, nutrition, menus, marketing, time and money budgeting, child care, dressmaking.

BALLARD SCHOOL
Y.W.C.A., LEXINGTON AT 53D, NEW YORK CITY

DIETETICS

NEW YORK INSTITUTE OF
DIETETICS

Intensive One-Year Course in Dietetics—Food Chemistry, Nutrition, Cookery, Placement. Request Catalog M4. 680 MADISON AVE., NEW YORK CITY.

FINE AND APPLIED ARTS

CHILD-WALKER

SCHOOL OF DESIGN

Painting, Modeling, Graphic Arts, Interior Design, Industrial Design, Advertising Layout and Display. 1937 Catalogue on request. Address: REGISTRAR, BOX V, 234 BEACON STREET, BOSTON, MASS.

FREDERIC MIZEN ACADEMY

of Art. Learn a practical approach to dress design and fashion illustration under Hikos—famous stylist. Emphasis on Pattern Cutting, Draping, etc. Write for information on this or our other art courses. ROOM 2305, 75 E. WACKER DRIVE, CHICAGO, ILL.

ACADEMY SAPHO

Midwest's school of French dress design. Spring classes begin January 25, 1937. Summer Floating Academy information ready by February. Write to Mlle. SAPHO, 107 CLIFFORD ST., DETROIT, MICH.

FASHION ART SCHOOL

SAN FRANCISCO, CALIFORNIA
Costume Design and Fashion Illustration Merchandising, Stylist Courses in Buying, Styling, Forecasting, Color. Limited Enrollment. ADDRESS BOX V 1290 SUTTER STREET

MID-TERM START FEB. 8TH

COURSES DAY AND EVENING

DRAWING • PAINTING • DESIGN • INDUSTRIAL AND STAGE ARTS • DRESS ARTS • INTERIOR DECORATION • CARTOONING • SCHOOL-ART METHODS • COMMERCIAL ART • ILLUSTRATION

CHICAGO ACADEMY OF FINE ARTS

FOREMOST FOR TWO GENERATIONS
18 SOUTH MICHIGAN AVENUE

The **RAY** SCHOOLS
The Famous School of the Central West

Students Prepared for Professional Contacts
Dress Design, Styling, Millinery, Merchandising, Line, Color and Fabric Analysis, Style Reporting, Fashion Drawing, Interior Decoration, Photography, Personal Training • Individual Advancement
116 S. Michigan Boulevard, Chicago, Dept. V.

TRAPHAGEN SCHOOL OF FASHION

1680 BROADWAY (NEAR 52d ST.), NEW YORK
Internationally Celebrated Graduates
Winter, Spring and Summer Courses
Register Now

Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind.

Full course or optional classes in Fashion Illustration and Design, Forecasting, Draping, Pattern Making, Millinery, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Fashion Journalism, Teacher Training, Life Class. Day & Eve. Free Placement Bureau. Sales dept. for students' work. Inspection invited. Write for Cir. 1. Tel. COL. 5-2077. Not the Most Expensive But the Best Investigate Before Registering Elsewhere

SECRETARIAL & BUSINESS

MISS CONKLIN'S SCHOOL

Founded 1898. Secretarial and Executive training. Students from leading Colleges and Schools. Placement Bureau. Entrance at any time. Individual advancement. Request booklet.
105 WEST 40TH STREET NEW YORK CITY

KATHARINE GIBBS SCHOOL

For young women. Secretarial. Executive. Academic. One- and two-year courses. Special course for college women. For catalog address: DEAN, 90 MARLBORO ST., BOSTON; 230 PARK AVE., NEW YORK; 155 ANGELL ST., PROVIDENCE.



BUSINESS TRAINING
Business Administration and Secretarial Courses. One and Two Years. 72nd Year. Second Semester February 1.
PEIRCE SCHOOL
PHILADELPHIA

MASTER STENOGRAPHY
EXPERTNESS IN REAL SHORTHAND is still the Key to High Positions. Private Tutor. 2-hr. drills. Those who see Shorthand as Key to Coveted Secretaryships here and abroad. Limited number.
LITTLEST SECRETARIAL SCHOOL
Chosen by Crown-Tops (20th Year)
Esther Lynch, Dir. & Teacher
160 E. 48th, Lobby 4, Wle. 2-7190

On your next visit to New York, you might stop in to discuss with us your educational problems. Our information can be so much more specific . . . our advice so much better— if you can tell us in person your requirements for a school. Miss Marian Courtney, Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York City

FINE AND APPLIED ARTS

N. Y. SCHOOL OF FINE & APPLIED ART (Parsons)
NEW YORK-PARIS
William M. Odom, President
Plan now for professional training in Interior Architecture & Decoration; Costume Design & Illustration; Graphic Advertising; Teacher Training. Send for Catalogue. Address Box V, 2239 Broadway, N. Y.

MID-YEAR CLASSES FORMING



GRAND CENTRAL SCHOOL OF ART
INDIVIDUAL talent developed by successful modern artists. Drawing, Painting, Sculpture, Illustration, Advertising, General Design, Costume Design, and Interior Decoration. Day and Evening Classes. Catalogue on Request.
7002 Grand Central Terminal, New York City

McDOWELL SCHOOL
COSTUME DESIGN
MILLINERY DRESSMAKING
FASHION ILLUSTRATION
Excellent Practical Courses both Elementary and Advanced with Expert Individual Instruction. Best Known School for Actual Trade Work. Regents Charter. Established 1876. Catalogue, Spring Courses. Rosina McDowell Lynn, Dir. 73 West 45th St., N. Y. C. BRyant 9-3085

INTERIOR DECORATION
FOUR MONTHS
PRACTICAL TRAINING COURSE
Period and Contemporary styles, color harmony, draperies and all fundamentals. Personal instruction by New York decorators.
RESIDENT DAY CLASSES
start Feb. 3rd : Send for Catalog 6R
HOME STUDY COURSE
starts at once : Send for Catalog 6C
NEW YORK SCHOOL OF INTERIOR DECORATION
515 Madison Avenue, New York City

FACTS come first in choosing a SCHOOL

It's a pretty good idea to get the facts about any undertaking before embarking upon it. But when you're searching for a suitable school for your youngster, it should be Rule No. 1—and no exceptions!

Yet it's really surprising how many parents are content to rely upon word-of-mouth information from well-meaning friends or acquaintances, who profess to know a school, but who actually have not been in sufficiently close or recent touch with it to speak with absolute accuracy or authority.

As a result, it frequently happens that boys and girls are prevented from attending the schools best suited to their needs, simply because their parents have a false idea of the costs involved. Without investigating, they have concluded they can't afford it.

Again, the teaching plan or other features of a school may change through the years. And unless a parent has the most up-to-date and accurate information, it is possible that the very school which suits a child best may not be considered, while one that no longer meets his requirements may be chosen.

All of which emphasizes this one salient fact: that the most readily available and definitely dependable source of information about any school is one which too many parents are in-

clined to ignore—the school's own catalog. For, though one school prints a modest folder and another has an elaborate brochure, in either case the essential facts are there . . and they are yours for the asking.

If you have a general notion of the schools which you feel are suitable for your child, we urge that you check your ideas first, by writing direct to these schools for literature.

On the other hand, perhaps you don't know *where* to begin. Then, if you will give us as much information as you can about your son or daughter, we'll gladly suggest a group of suitable schools to which you can write.

Or, possibly you fit into a third category. You may have decided that certain schools, whose advertisements you have seen in Vogue, appear to answer your problem. Simply list below the names of these schools and we shall see that their catalogs are sent you at the earliest possible moment.

In any case, after your catalog "course of study," if you are still unable to make a decision, let Vogue's School Bureau help you. Come in to see us if you can, but if that's out of the question, write us a letter. Every inquiry is handled individually by an experienced staff constantly in touch with hundreds of fine schools.

I AM INTERESTED IN RECEIVING CATALOGS FROM THE FOLLOWING SCHOOLS:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

SEND TO:

Name _____

Street _____

City _____ State _____

1-15-37

V O G U E ' S S C H O O L B U R E A U

Miss Marian Courtney, Director

1928 Graybar Building • New York • Telephone MOhawk 4-7500

Burdine's
 MIAMI and MIAMI BEACH
Sunshine Fashions

Sleekness and White in Patent

Sno-White Patent Leather—flowing, brilliant, alive. Seymour Troy uses it with consummate skill in these two shoes for a southern background. Their twinkling whiteness casts an aura of youthful vitality in keeping with the gay spirit of southern nights and colorful days. And, with an eye cocked on the budget, they're the perfect answer to the problem of owning a pair of shoes that are eternally white. A swish with a damp cloth erases all signs of dust and dirt. Be sure to stop in at Burdine's this season to see the new Troy shoes in sunny Sno-White Patent. For Sno-White is certain to be a fashion first everywhere next summer.

Colonial SNO-WHITE PATENT



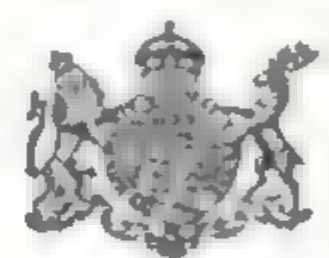
Shoe Designs Registered by Seymour Troy

Copyright 1937 Colonial Tanning Co., Boston, Mass.

Salute to Royalty.



ON SALE IN ORIGINAL BOND STREET PACKAGES ONLY



BY APPOINTMENT

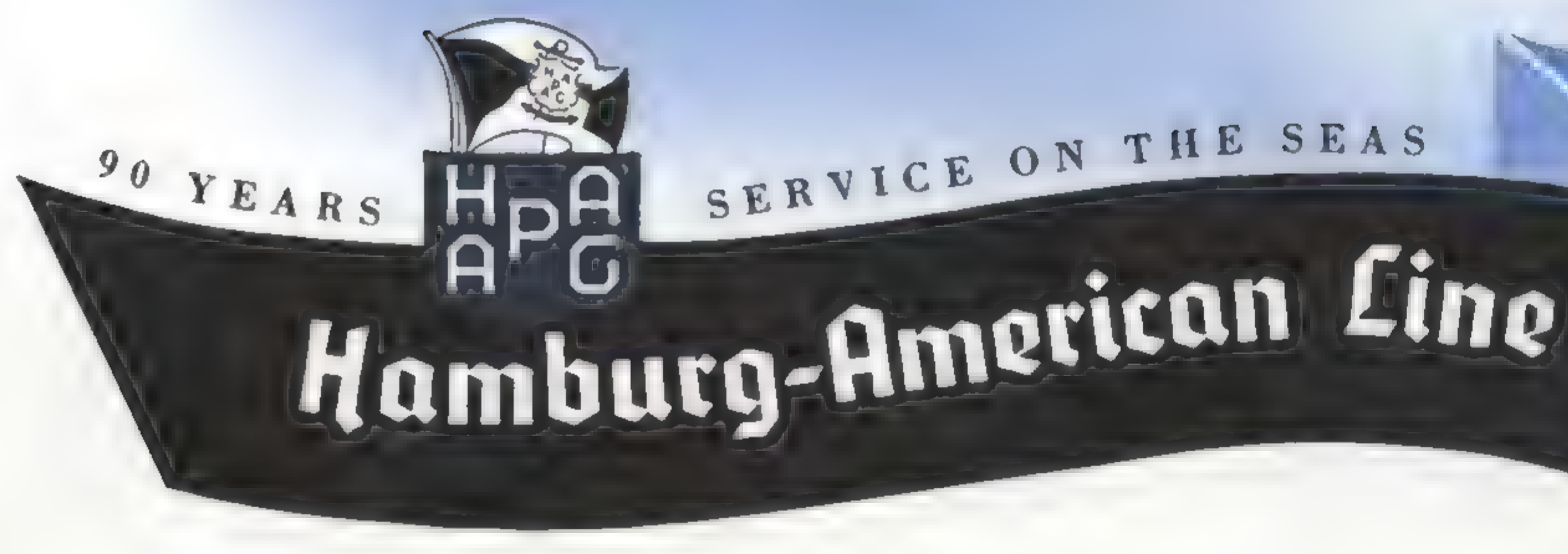
Brilliant as the traditional fanfare of trumpets—new as the new day they celebrate! Marking the seventh generation of the reign of Yardley in the hearts of reigning beauties everywhere. Proof exquisite that Yardley salutes each succeeding generation with a favor after its own heart. BOND STREET—a perfume proud, regal, formal as great beauties of the past . . . yet gay, warm and human as those who hold sway in 1937. Let it trail an unseen cloud of glory through the brilliant new day pageant of your days and evenings. On sale only in the original royally emblazoned containers—\$2.50—\$4.50—\$13.50. In finer, accredited Yardley stores. Yardley & Co., Ltd., 620 Fifth Avenue (Rockefeller Center), New York; 33, Old Bond Street, London; Paris; Toronto; Sydney, Australia.

YARDLEY'S *Bond Street*

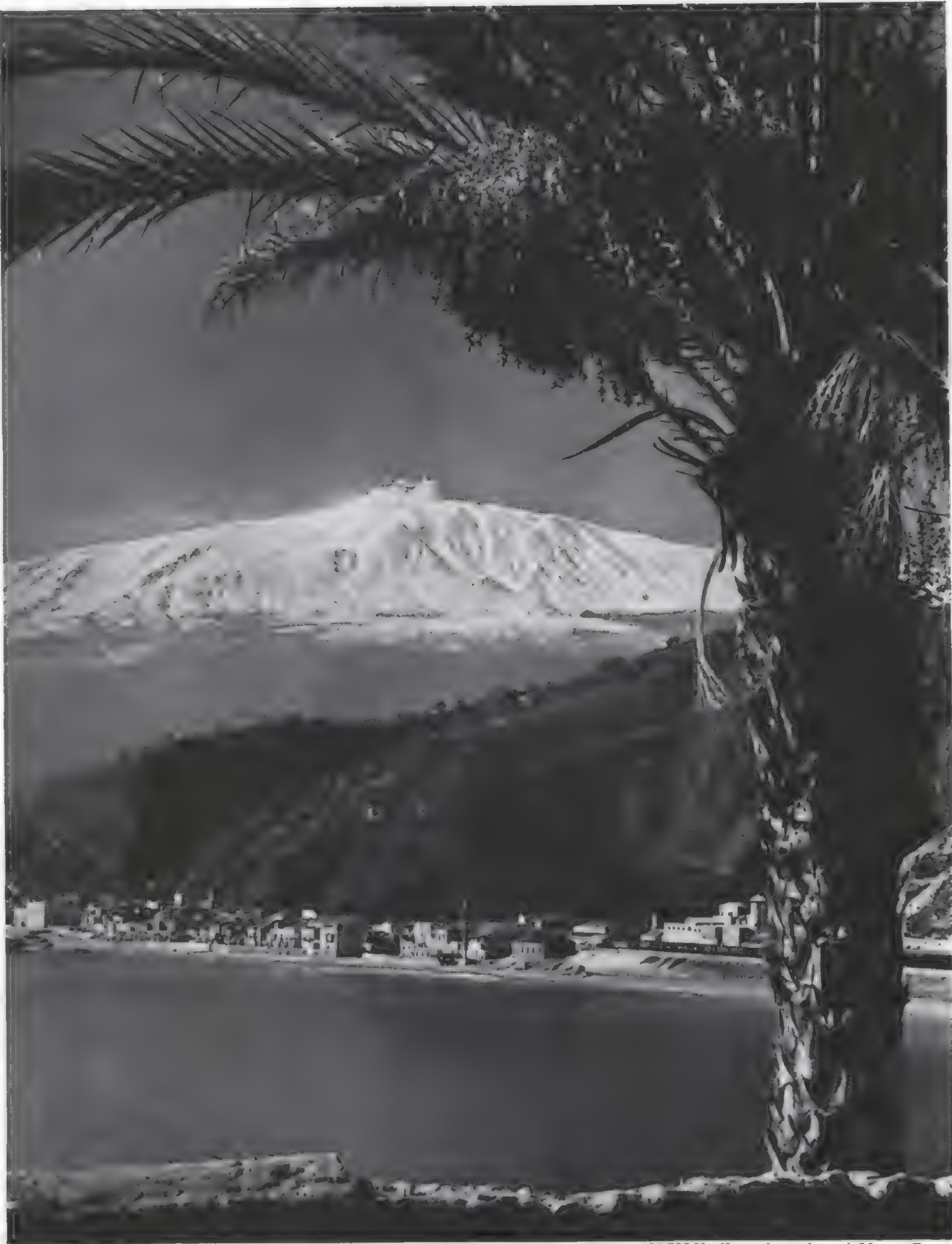


BREMEN
EUROPA
COLUMBUS
NEW YORK
HAMBURG
HANSA
DEUTSCHLAND
ST. LOUIS BERLIN

WHO, crossing to Europe, would not desire to give the perfect party—dinner, luncheon, supper—of its kind notable as a painting by a great artist! For this purpose you have **SUN DECK RESTAURANTS** on the Bremen and Europa, **OVER-SEA GRILLS** on New York, Hansa, Deutschland, Hamburg, unique a la carte features favored by high society of the Atlantic. Here are the essential ingredients: Famed vintages; Choice foods expertly prepared; Service trained to your merest nod; Intimate rooms of charming decoration, overlooking the sea; and—how important, everywhere people to your liking. For the main Cabin Class dining saloons of our ships other chefs are constantly planning to anticipate your every desire. So successfully that it seems telepathic. But then think of the hundred and more round-trips of their ships on which they have served, of the thousands of prominent people they have catered to. Of course, they have rare understanding. Every few days a sailing to Ireland, England, France, Germany. Your own travel agent knows these ships. Inquire and make your travel arrangements through him, or



ITALY
 ITALY
 ITALY
ITALY
ITALY



SICILY: Taormina, view of Mount Etna

SICILY with snowy Mount Etna overlooking luxuriant palms and orange blossoms
 THE BAY OF NAPLES and the RIVIERA, havens of warmth, color and joyous living
 MILAN, FLORENCE, ROME, names that spell variety, interest, service, hospitality

100 LIRE for \$4.91

obtainable through

TOURIST CHECKS and LETTERS OF CREDIT

on sale at all

BANKS and TRAVEL AGENCIES

HOTEL AND GASOLINE COUPONS

RAILWAY REDUCTIONS

ITALIAN TOURIST INFORMATION OFFICE

NEW YORK: Palazzo d'Italia, 626 Fifth Avenue (Columbus 5-1300)

CHICAGO: 333 North Michigan Avenue

SAN FRANCISCO: 604 Montgomery Street

"On Watch" " FOR



Senior First Officer J. G. Boxhall and Junior Third Officer E. A. Divers on the bridge of the Aquitania. Besides the Captain, Staff Captain and Chief Officer, there are six other executive officers on the largest liners — three seniors and three juniors. A senior and junior officer are always on duty together.

THE BRITISH TRADITION DISTIN

NEARLY A CENTURY...

The officers on the bridge of every Cunard White Star liner, keep a "watch" that has gone on, in endless alternation, for nearly a century! True, there were only four ships at the beginning, when Cunard inaugurated the first regular transatlantic steamship service in 1840. But the fleet grew to twice that number within the same decade. Before 1850, sailings were made weekly. And so then, as now, there were ships of this Line standing out on the high seas, at all times... bound eastward and westward, saluting each other as they passed. Throughout more than four score years, no breeze has swept the Atlantic that

did not flutter from some masthead the rampant lion and the white star of these house flags. Every half hour of every night, inexorable as time itself, the lookout in the crow's nest of some Cunard White Star liner has been calling out those ancient words: "*Lights burning bright, sir—all's well!*" Through this rotation, ceaseless as the ocean tides, it was inevitable that Cunard White Star should have raised even higher the tradition of Britain on the seas... should have polished to perfection every detail of service, while strengthening to a stern code that seamanship which was its heritage.



Sailings in this Coronation Year demand early reservations!

Plan an early crossing... April sailings are already booking rapidly! Give yourself time to enjoy the spring festivities that will reach their climax with the Coronation on May 12. Choose your ship from the largest fleet on the Atlantic... book through your local agent or Cunard White Star, 25 Broadway and 638 Fifth Avenue, New York.

Express from New York to Cherbourg and Southampton:

Berengaria Jan. 20; Feb. 3; Mar. 3, 17; Apr. 14; May 4
Aquitania Jan. 27; Mar. 31; Apr. 28; May 12; June 2
Queen Mary Feb. 10, 24; Mar. 10, 24; Apr. 7, 21; May 5

To England (Plymouth and London) (via Halifax)

Ascania . Jan. 21, Feb. 25, Mar. 11, Apr. 8
Ausonia . Jan. 28, Feb. 2, Mar. 25
Antonia Feb. 4
Alaunia . Feb. 18, Mar. 18
Aurania . . Mar. 4, Apr. 1
Carinthia (To Liverpool) Apr. 3

To Ireland, France, England:

Britannic . Apr. 5, May 1
Georgic Apr. 13

To Ireland and England: (via Boston)

Aurania Jan. 16
Scythia . Jan. 30, Feb. 27, Mar. 27, Apr. 23
Samaria . Feb. 13, Mar. 13
Antonia (via Halifax) . Apr. 9

To Scotland, Ireland, England: (via Halifax)

Lancastria Feb. 5
Andania Feb. 19
Antonia Mar. 5
Andania Mar. 19
Samaria (via Boston) Apr. 16
Carinthia (via Boston) Apr. 27

Weekly from Montreal beginning April 23: to Plymouth, Havre, London; to Glasgow, Belfast, Liverpool.

CUNARD WHITE STAR WINTER CRUISES

20 Sunshine Cruises through January, February and March... 6 to 20 days in length... visiting from one to fourteen ports of the West Indies and South America... rates from \$70 and up.

The *AQUITANIA* *Cruise de Luxe* to Bahia, Rio, Montevideo for Buenos Aires (river steamer included), and 5 Caribbean ports... sailing from New York February 17... 40 days... \$495 up.

AQUITANIA

BERENGARIA QUEEN MARY

GEORGIC BRITANNIC

CARINTHIA FRANCONIA

SAMARIA SCYTHIA

LACONIA LANCASTRIA

LAURENTIC

ANDANIA AUSONIA

ANTONIA ASCANIA

ALAUNIA AURANIA

GUISHES CUNARD WHITE STAR

ARIZONA

Chandler

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground in the heart of the picturesque Arizona desert. Robert Fochl, Manager.

Mesa

El Portal. Rest & play in Arizona sunshine. Splendid new tennis court. Golf, riding. Spacious grounds for sun loafing. Amer. Plan. Mrs. S. M. Sayner, Mgr.

Phoenix

Ingleside Inn. Distinctive, conservative, yet delightfully informal. Internationally famous for food and hospitality. Golf, horses, tennis. American plan.

Tucson

Arizona Inn. Arizona's foremost Resort Hotel. Exclusive clientele. Charming Garden Homes. Every room has bath and sunporch. Bklt. H. O. Comstock, Mgr.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible Rates.

Wickenburg

Monte Vista Ranch. A cattle ranch with every modern convenience. Excellent meals. Riding, tennis—rodeos—sunbathing. 1-hr. drive from Phoenix. Booklet.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. Beautiful 1800-acre spa. Hotel, bungalows. Mineral water pool, steam caves, sports. 1½ hours from Los Angeles. H. S. Ward, Mgr.

Beverly Hills

Beverly Hills Hotel & Bungalows. Mid the quiet and beauty of Beverly, twenty minutes from Los Angeles. Featuring a One, Two, and Three Meal Plan.

Ojai

Foothills Hotel and Bungalows. Open December to May—Scenery of the East with desert climate—Very best of cuisine—Golf, riding, tennis.

Palm Springs

The Desert Inn. Luxurious hotel, bungalow accommodations. Swimming pool, golf, all sports; sun-lazing. Season October 1 to June 1. American Plan \$10 up.

El Mirador Hotel. America's foremost desert resort. Unexcelled cuisine. Golf, tennis, riding, skeet, outdoor swimming pool. Discriminating clientele.

Santa Barbara

The Miramar Hotel and Bungalows. Distinctive clientele. Twenty-five acres of beautifully landscaped grounds. All sports. American Plan, \$6.00 up.

Santa Monica

Miramar Hotel. Ideal winter location. Amid tropical gardens overlooking Pacific. All sports. Hotel suites, Apts. with hotel service. Amer. or E. plan.

COLORADO

Denver

Brown Palace Hotel. Traditional "tops" for Western Hospitality. Unexcelled cuisine, comfort. Central to everything. \$200,000 improvements just made.

FLORIDA

Bradenton

Hotel Manatee River. For stays of all lengths. Golf, bathing, fishing. Fine food & service. \$7. Amer. \$3.50. Eur. A Collier Florida Hotel. N. Y. Tel. ELd. 5-6701.

Daytona Beach

Clarendon Hotel. Directly on the Ocean Front. Fireproof. American Plan. \$7 up. Golf, Tennis, Fishing. Select Clientele. Open Dec. 18 to May 1.

The Seville. In its setting of beautiful gardens; interesting things to do and enthusiastic people to do them with. American Plan. Nov. to May.

Dunedin

The Fenway. The West Coast's finest resort. On Clearwater Bay and the Gulf. Fishing, boating, bathing, tennis, golf. C. Townsend Scanlan, Manager.

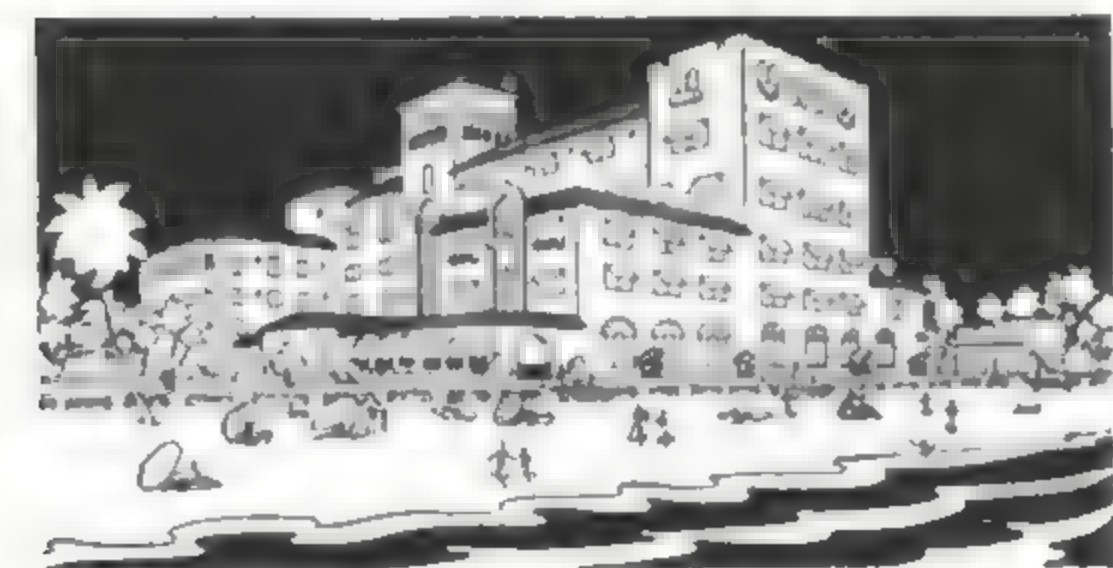
Miami

The Dallas Park. Overlooking Biscayne Bay. 1 to 4 room apartments—desirable hotel rooms. Sun bathing atop 11th floor roof. M. F. Whelan, V.P. & Mgr.

Miami Beach

The Flamingo. Famed for food, service, unsurpassed location and distinctive clientele. Beautifully landscaped grounds. C. H. Krom, Manager.

Miami Beach



THE HOTEL PANCOAST

Enjoy a mid-Winter respite from cold, unpleasant weather. Plan now to renew health and vitality in tropic Miami Beach. You'll find life at its best at the Pancoast—directly on the ocean, private beach and Cabaña Club. Convenient to every activity. American Plan. Restricted Clientele. Reservations well in advance advisable. Write or wire today to insure accommodations.



A DIRECTORY OF FINE HOTELS & RESORTS

POCONO SLED DOG DERBY. In Pennsylvania's Poconos, which are just a short drive from New York City, they call it a Sled Dog Derby instead of a Dogsled Derby—and it sounds like fun.

We're talking about the seventh annual Pocono Mountains Sled Dog Derby which is scheduled for February 16, 17, and 18. The opening race is to be held at Buck Hill Falls, the second day's trek at Skytop, and the final leg at Pocono Manor. At this writing there are eight entries, and it ought to be a hot contest (even in the snow), because Buck Hill Falls, Skytop, and Pocono Manor are tied for the championship cup with two victories each.

Last year's event was won by Harry Drennan, of Buck Hill Falls, who piloted his double lead over the 30-mile course in two hours, 20 minutes, and 30 seconds.

CALIFORNIA CARNIVAL. Southern California's recreational program in January features, paradoxically enough, a Winter Sports Carnival. Big Pines Recreational Park, in the Sierra Madres, is the place, and January 23 and 24 are the dates of this two-day festival of skiing, skating, tobogganing, hockey, and dog derbies.

Don't ever accept the idea that winter sports can't be taken seriously in California, because at this carnival last year Casper Oimen set an American ski-jump record of 257 feet in taking first place.

FLORIDA

Miami Beach



THE SHOREMEADE

Newest of America's fine resort hotels. Entire block on the Atlantic, surrounded by walled tropical gardens, protected private beach and boardwalk. Spacious open and enclosed sun-porches and lounges. Thoroughly modern in every detail. Cuisine by famous French chef. Restricted clientele. Write for details of this truly remarkable new hotel to Wm. G. McMeekin, Manager.

Miami Beach



THE WHITMAN BY-THE-SEA

"Aristocrat of Miami Beach" . . . Occupying full block between Ocean and Indian Creek in highly restricted section. Private bathing beach, Marine terrace for dining, dancing and deck sports. Convenient to all attractions. Unrivalled cuisine and service. European Plan. Selected clientele. Reservations in advance. Booklet on request to Fatio Dunham, Manager.

FLORIDA

Orlando



ORLANDO—FOR BETTER LIVING

A smart metropolitan city of 35,000 welcomes you—you will love the "City Beautiful" in the hill and lake section of solid central Florida. Something doing night and day—rest or play—Everything to your hearts content—purest soft water, finest schools, churches—See all Florida from Orlando. Write for new illustrated booklet. Room 101, Orlando C. of C.

Orlando

Hotel Wyoming. Located in tropical park. Every desired service and convenience. Table of unusual excellence. Well-rounded entertainment program.

Ormond Beach

Coquina Hotel. Directly on the Ocean Front. Fireproof. American Plan. \$7 up. Golf, Tennis, Fishing. Select Clientele. Open Jan. 14 to May 1.

Palm Beach

Palm Beach Hotel. An exclusive hotel offering finest service and cuisine, most modern appointments. Golf, swimming, tennis, fishing, dancing. Booklet.

The Vineta Hotel. A small, distinctive hotel, two blocks from Lake Worth, three blocks from the ocean. Amer. Plan. Moderate Rates. Bklt. C. A. Wescott, Mgr.

Punta Gorda

Hotel Charlotte Harbor. Bathing from hotel. Golf & tennis. Fishing. Quail. Restricted. Moderate rates. A Collier Florida Hotel. N. Y. Tel. ELd. 5-6701.

FLORIDA

St. Petersburg

Hotel Dennis. European, fireproof, modern. Excellent Cuisine. Centrally located, facing Williams Park, quiet zone, convenient. Booklet. N. A. Dennis, Mgr.

The Huntington. A resort hotel of merit in beautiful and exclusive surroundings. Close to all activities. American plan. Booklet. Paul Barnes, Manager.

Jungle Hotel. Country Club atmosphere. Golf at the door. Riding, Fishing, Tennis. Famed for food, service and fair rates. John F. Hynes, Manager.

Lantern Lane. St. Petersburg's finest water front apartment hotel. Thirty modern 3-5 room apts. by week, month, season. Booklet. L. P. Slayton, Mgr.

Princess Martha Hotel. In the heart of St. Petersburg. Modern, fireproof, 250 rooms, each with bath. European plan. Dining room. Bar. Booklet.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms each with bath. Finest service and cuisine. American plan. Every sport attraction. Booklet.

Suwannee Hotel. Close to everything of interest in the Sunshine City. 205 rooms—205 baths. European plan. Dining room. J. N. Brown, Manager.

Vinoy Park Hotel. On Glorious Tampa Bay, Sun bathing. Every recreational feature. Open until April. Booklet. Clement Kennedy, Managing Dir.

Sarasota

Hotel Sarasota Terrace. Charming located resort hotel. Close to bathing, golf, fishing. Attractive rates. A Collier Florida Hotel. N. Y. Tel. ELd. 5-6701.

Sebring—on the Ridge

Harder Hall. In the Seenic Highlands. No humidity. 150 rooms with bath. Steam heat. Golf course (6500 yds.) at door. Moderate rates. Booklet.

West Palm Beach

Hotel Royal Worth. On Lake Worth. West Palm Beach's foremost modern resort-hotel. Bathing, all sports. A Collier Florida Hotel. N. Y. Tel. ELd. 5-6701.

Winter Haven

Spring Lake Hotel. On Spring Lake. Steam heat. Each room with bath. Quiet, restful atmosphere in landscaped tropical setting. E. S. MacLaughlin, Prop.

Winter Park

Virginia Inn. On Lake Osceola. An Inn of Charm and Friendly Hospitality. Steam heat. Elevator. Automatic sprinklers. American Plan. Attractive rates.

GEORGIA

Atlanta

The Atlanta Biltmore. "The South's Supreme Hotel." Appointments unexcelled. Convenient for motor and rail travelers. Rates from \$3.00.

Sea Island



ON THE DUNES NEAR THE CLOISTER

Riding over sand dunes or wooded trails at Sea Island vies with finest golf, fast tennis, and sport a-plenty at skeet and hunting. Follow your pet diversions or lazily bronze on the beach with The Cloister affording tempting cuisine and thoughtful service. Early season rates until February. N. Y. Office, 500 5th Ave. (Penn 6-2060); Chl. Office, 332 S. Mich. Ave. (Wa. 8381).

Thomasville

Three Toms Inn. A charming southern resort hotel. Splendid golf, hunting, etc. Ideal climate. Booklet. Direction, Geo. C. Krewson, Jr.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

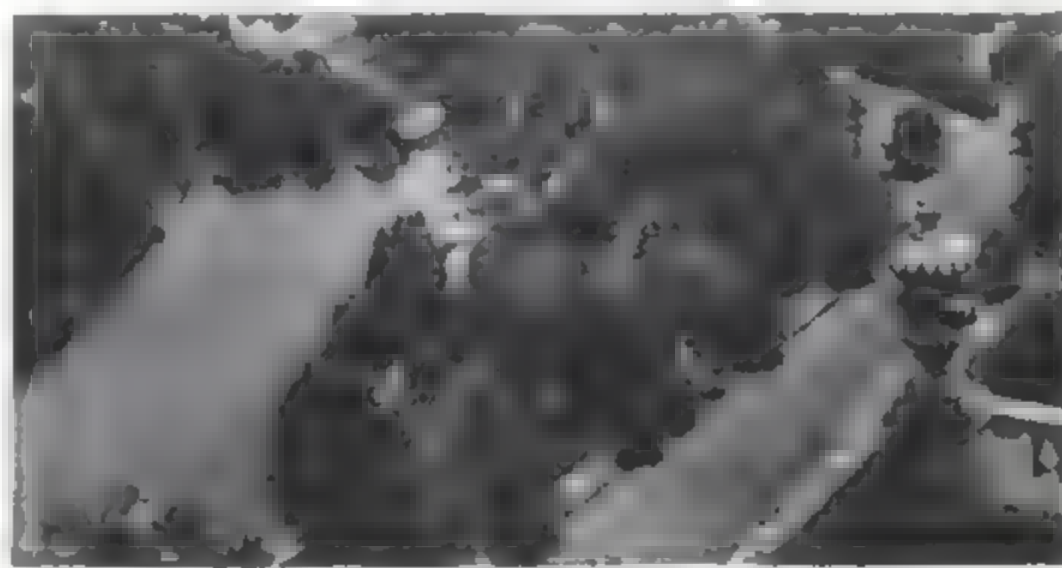
NEW JERSEY

Atlantic City

Marlborough-Blenheim. Maintaining the standards of 35 years continuous ownership management. American and European plans. Josiah White & Sons Co.

NEW YORK

New York City



CENTRAL PARK FROM SAVOY-PLAZA

A distinguished hotel where hospitality reigns. You appreciate the service, the delicious cuisine, and delightful entertainment. In the heart of New York, with Central Park at its door and the smart shops, theatres and subways nearby. Single rooms from \$6 . . . Double from \$8 . . . Suites from \$12. Fifth Avenue, 58th to 59th Sts.

You will find it of advantage to identify yourself as a reader of Vogue, in writing to these advertisers

NEW YORK

Albany

De Witt Clinton. A Knott Hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

New York City

Beekman Tower (Panhellenic) 49th St., overlooking East River, all outside rooms, walk to Times Square, Radio City, Grand Central. \$2.50 daily, \$12. weekly.

The Buckingham, 101 West 57th St. Luxurious parlor, bedroom, pantry, bath from \$5 a day. 5 minutes to Central Park, Radio City, Times Square.

NORTH CAROLINA

Greensboro

Sedgefield Inn. Restful, modern. Adjoins famous golf course. Riding, tennis, etc. Excellent food. American Plan. Folder. Louis D. Miller, Mgr.

Pinehurst



THE CAROLINA

The best of everything. Homelike, friendly social life. Selective clientele. All outdoor sports all winter. Near famous Pinehurst golf courses (grass greens). Restful, healthful location among the longleaf pines, 650 feet elevation. Open October thru May. Moderate American-plan rates. For folder V., address E. G. Fitzgerald, Mgr., or E. C. Mignard, Hotel Ambassador, New York.

Southern Pines

Mid Pines Club. A Club Hotel. All outdoor sports. American Plan. Unusual service. Restricted clientele. Rates on application. December to May.

SOUTH CAROLINA

Summerville

The Carolina Inn and Cottages. Rest or recreation among the pines. Golf—18 holes—grass greens. Riding, hunting, skeet shooting. Moore & Son.

TEXAS

Leakey

Prude Ranch. 10,000 acres in the Frio Canyon. Rugged scenery, delightful climate, bridle trails, outdoor sports, modern conveniences. Open all year.

San Antonio

Gallagher Ranch. Beautiful, historic ranch, 10,000 acres. Rooms with private bath. Electric lights. Telephone. Also cattle ranch. Open November to June.

VIRGINIA

Richmond

The Jefferson. Richmond's most distinctive hotel, recently refurbished. Ideal location, 50 miles from colonial Williamsburg. Folders. Wm. C. Royer, Mgr.

BERMUDA

Hamilton

Princess Hotel & Cottages. Accommodations for 600. Select clientele. All recreational features. Booklet. Tworoger Co., Managers.

CUBA

Havana

Hotel Plaza. Facing Central Park. The home of Americans in Havana, where the guest finds comfort, distinction and convenience. E. Espin, Manager.

WINTER SPORTS

Places to go and places to stay—
Listed below for your convenience.

MASSACHUSETTS

The Berkshires—Greenfield

The Weldon. "Popular Winter Resort." Free ski instruction by Strand Mikkelsen, former national champion. Low winter rates prevail. J. T. Sells, Mgr.

NEW HAMPSHIRE

White Mountains—Franconia

Pockett's-on-Sugar Hill. Learn to ski! Skiing School opening for 7th season. European trainers. Private practice slopes.

White Mountains—Waterville Valley

Waterville Inn. Ski-minded century old Inn. Alt. 1553-4500 ft. assures powder surface. Skiing, snow-shoeing. Indoor comfort. Well-plowed roads.

PENNSYLVANIA

Pocono Mountains—Buck Hill Falls

The Inn. "Snow Sports Capital of the Poconos." 3 hrs. from N. Y. Winter rates. Selected clientele. N. Y. Office, 500 Fifth Ave., LACKA, 4-4212.



Snow falls on Austria

From November through April, to the eternal delight of serious skiers and smart dilettantes, alike, it's time to remember—

- that Austria offers the ultimate in winter holidays;
- that every resort has a government supervised ski school;
- that an Alpine hut system and eleven cable railways place the accent on comfort;
- that the country's rare blend of the quaint and the international is yours

at but trifling expense, for Austria is one of Europe's least expensive countries with railway reductions up to 60%.

OVER-NIGHT FROM ALL PORTS to: St. Anton, of the Arlberg School; fashionable Kitzbuehel; Seefeld; Mittersill.

Opera Ball, Jan. 16; World Championship Figure Skating, Feb. 12-13—Vienna; Arlberg Downhill and Slalom Races, March 13-14—St. Anton.

Consult your travel agent or:

AUSTRIAN STATE TOURIST DEPARTMENT

630 Fifth Avenue, Dept. K



Always one of the truly illustrious hotels of this continent, the St. Regis is now one of the most modern and resplendent! Each room, each apartment is new, thoughtfully planned to the last casual detail . . . under the guidance of Anne Tiffany. More than ever, you will enjoy stopping at the St. Regis, or living here for the season . . . as do many of America's leading families.

Rates by the day: Single \$6 to \$8, Double \$8 to \$10, Suites of two or more rooms from \$12. Low monthly rentals. James O. Stack, General Manager, HOTEL ST. REGIS, Fifth Ave. at 55th St., New York.



Here food is prepared and served with a fine regard for European tradition

The Town House

One of the World's Fine Hotels
Wilshire Boulevard opp. LaFayette Park

LOS ANGELES



Rooms from \$6.00; suites and apartments, 1 to 5 bedrooms, from \$12.50
...unchanging rates the year 'round

E. H. TAYLOR HAY, Manager

How to order
Vogue Patterns
by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

Prices of Vogue Patterns

474	2.00
477	2.00
479	2.00
S-3941	1.00
S-3944	1.00
7581	.50
7584	.50
7585	.75
7588	.40
7591	.60
7593	.30

HOST OF THE CARIBBEAN



REFRESHINGLY SMART—OUR GUEST LIST MAKES IT SO

YOU'LL enjoy it as they do... the cosmopolitan way of life aboard the Great White Fleet. Because the passenger list is not too large, guests find a comradely spirit on our snow-white ships. Here is their preferred mode of living... the sun, sports and swimming pools of a smart country club... the specialized menu of a favorite restaurant... evenings with the gay flavor of their "own" cocktail lounge, talkies and an orchestra that speaks their language. Every familiar luxury is here, on a Guest Cruise—with an able staff of shipmen to serve you in port or at sea.

From New York to Havana, Jamaica, B. W. I., Panama Canal and Costa Rica, every Thursday, 17 days \$210 ★ To Jamaica, B. W. I. Panama Canal and 3 ports in Colombia, S. A., every Saturday, 19 days, \$210 ★ To Havana, 10 days, \$135.

Ask about weekly cruises from Philadelphia to Guatemala, 19 days, \$228. Other Guest Cruises from New Orleans, Los Angeles Harbor, San Francisco.

All outside staterooms, mechanical ventilation. No passports required.
Superior accommodations only slightly higher.

Apply any Authorized Travel Agent or
UNITED FRUIT COMPANY, Pier 3, N. R.,
or 632 Fifth Ave., New York; 111 W. Wash-
ington St., Chicago; 321 St. Charles St.,
New Orleans.

GREAT WHITE FLEET

COUNT YOUR DOLLARS in YEN
to prove you can afford
JAPAN

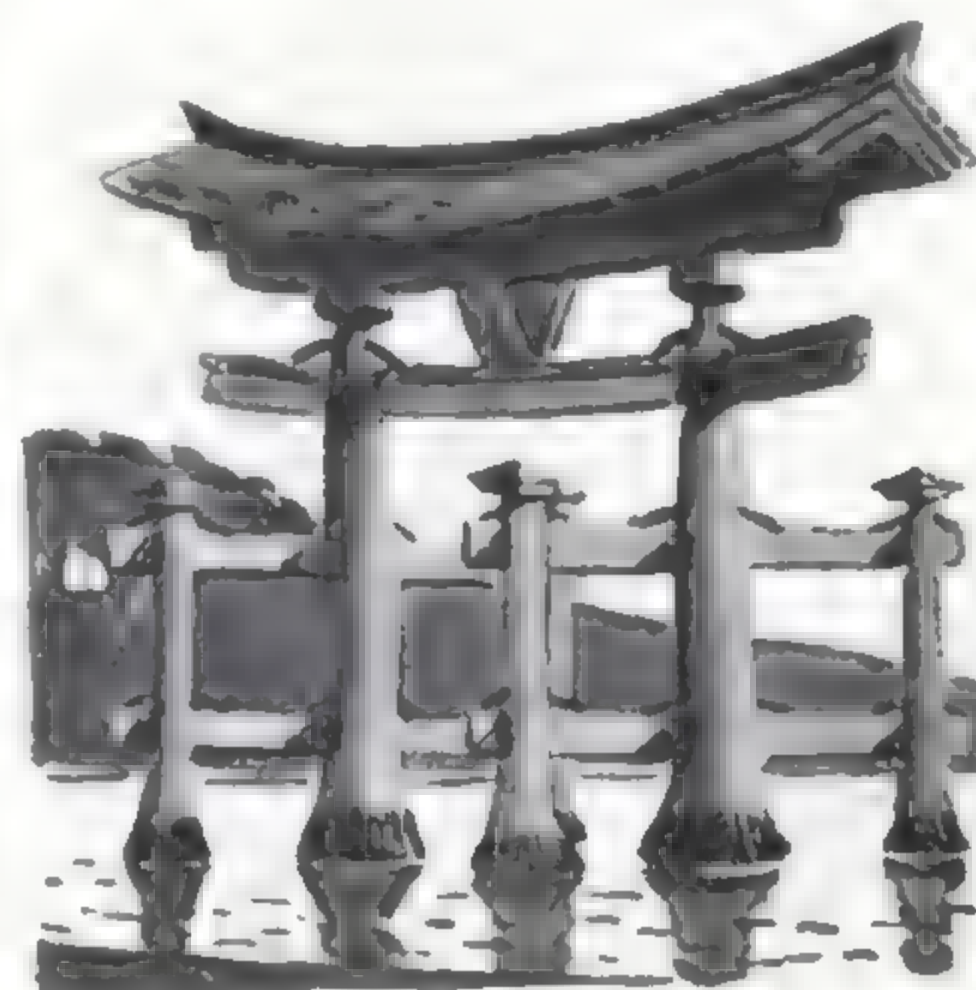


WHEN Japanese "magic" changes your dollars into yen... it changes your whole conception of Japan as a forbidden travel luxury!

Everything favors your visit to the "Land of Flowers" this year: the *exchange*... which gives you more money for your money. The *steamship fares*... lowest in the world when you think of the distance and the pre-eminent service. The *season*... delightful at any time of the year, but loveliest in Spring and Summer, when the countryside is showered with blossoms, and modern cities and tiny villages are aglow with the paper lanterns and bright banners of festivals more picturesque than any you have ever seen.

And because Japan also has broad boulevards for her taxies and 'rickshas... smart hotels and inns for her visitors and native "young moderns"... every Western innovation from stagecraft to your favorite sport—you'll be pleasurably entertained, comfortably at home—in this amazing land.

Consult your travel agent for information, and literature, or address Japan Tourist Bureau, 551 Fifth Ave., New York City, or 1151 South Broadway, Los Angeles, Cal.



JAPAN
TOURIST BUREAU



SPEED TO THE ORIENT

in 10 Luxurious Days

Direct from Vancouver and Victoria to Yokohama.
Only 3 days more by way of glamorous Hawaii.



Canadian Pacific

Chinese cloisonné worker at his exacting art



Empress of Japan—largest, fastest on the Pacific

Make your grand tour of the Orient the "cruise way," by luxurious *Empress* liners—holders of every speed record on the Pacific. The complete trip—Hawaii, Japan, China, Philippines and return—takes but little more than six weeks, including 15 days ashore for sightseeing. Or for a longer tour, stop over at any port and continue by the next *Empress*. Fares, surprisingly low, include passage from and to Seattle.

Empress of Japan, blue ribbon holder, and *Empress of Canada* call at Hawaii. Spend a glorious day in the paradise of the Pacific, fishing, surf-riding, on your way to the Orient. If you sail from California, connect with an *Empress* at Honolulu.

A bat-basket in the Philippines



For rates and sailings see YOUR TRAVEL AGENT or Canadian Pacific: New York, Chicago, Boston, St. Louis, San Francisco, 36 other cities in U. S. and Canada.

Special sailing: *Empress of Britain* World Cruise from Yokohama, April 16, to New York, via Honolulu, California and Panama.



Vogue's address book

B BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2132 Broadway, 510 and 669 Madison Ave., N. Y.

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing. Fitted cases repaired. Pearls restring. Rm. 803, 421 Madison Ave., N. Y.

HENRI BETRIX, formerly Betrix-Koopman. Individualism and refinement in Ladies Hand Bags and accessories. Remaking and special order work finely executed under the supervision of Mr. Betrix. 664 Madison Ave., N. Y.

BEAUTY CULTURE

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment.

EUNICE SKELLY—FACE REJUVENATION Specialist. Her fascinating brochure, "How to Look Years Younger and Grow More Beautiful as You Grow Older", mailed free. Suite 906-A, The Park Central, 56th & 7th Ave., N. Y.

SUPERFLUOUS HAIR removed safely and permanently by well-known authority on electrolysis. Personal attention given. Free consultation. Mrs. R. W. Dibble, 5 East 51st Street, New York City. Wickersham 2-5684

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation. Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. Plaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour safely, painlessly, permanently, by electrolysis. Adele Mulligan, 19th year at 347 Fifth Avenue (at 34th Street), New York City. Phone Ashland 4-6645. Consultation Free

MRS. D. DURANT. Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by physicians. Personal attention. Free consultation. 507-5th Ave. (42nd), N. Y. MU. 2-3314

ELLA LOUISE KELLER. Superfluous Hair permanently removed by electrolysis. Safe. Painless. Minimum time and expense. Established 26 years. 11 West 42 St., N. Y. C. Longacre 5-6537. Free consultation, booklet

LADIES WITH GRAY or WHITE HAIR turning yellow; use Cyclamen Aromatic Solution. Removes yellowness and gives that silver gray luster so much admired. Perfectly harmless. Price \$2.00. J. Andre & Son, 47 W. 47th St. N. Y. C.

SAMUEL P. GILMORE—Superfluous Hair and Facial Blemishes permanently removed by electrolysis. Recommended by leading physicians. Over 40 years in New York. Consultation free. 104 East 40th St., N. Y. Caledonia 5-2219

SUPERFLUOUS HAIR, MOLES, SKIN blemishes removed by expert; thorough experience in city's largest hospital skin clinic. Consultation free. Appointments 9-12; 5-7:30 Dorothy M. Bowles, 124 W. 55th St., CL. 6-1169

RESTORE FRESHNESS OF YOUTH! Try our new scientific Cream... for acne, pimples, blackheads, enlarged pores, wrinkles. Lashes & nails applied; secure, waterproof, impossible to detect. Doriane DuPont, 551 5th Ave., N. Y. C.

AMY COLLINS—FACIAL SPECIALIST. Scientific muscle control treatment—a most complete affair. Eyes, throat & back receive skilled attention. Individual treatments charted. By appointment only. 53 W. 57 St. WI. 2-1432

DR. BROWN'S BICARB DENTAL CREAM. Principal ingredient Sodium Bicarbonate—dissolves completely. Contains no glycerine. Tube free for dentist's name. Bicar Dental Products, Inc., 483 Beacon St., Boston, Mass.

MUSLIFT BY MLE. REIF. Re-establish muscle firmness by scientific method. No surgery, peeling or appliances. All manual method. Free skin analysis. Mlle. Reif, 1 W. 39th, PE. 6-5080 & 721 Flatbush Av., Bklyn, IN. 2-6122

FACE YOUTH REJUVENATION—distinguished face specialist's skilled technique. Natural method, no surgery, no seclusion. Acne, pimples also cleared. Moderate fee, quick results. Faceyouth, 102 W. 56th St. CL. 7-0774

C CAMERAS

NEW! MIDGET MARVEL MINIATURE Camera. F 4.5 Lens. Vario Shutter. Speeds up to 1/100th of second. Takes standard 35 MM film. Price \$25. Eveready case \$6.50. Mail orders filled. Willoughby, 110 W. 32d St., N. Y.

CANADA

DIAMONDS—Superb collection at low Canadian prices. Over fifty patterns of fine English diamond. Finest London leather. Birks-Ellis-China, Limited, Toronto. Henry Birks & Ryrie, Limited, Montreal, and largest cities Sons, Limited, Montreal, and largest cities

CHILDREN'S & MISSES' THINGS

MARY MOORE Frocks. Custom made, exquisitely tailored. Unusual designs. Reasonable prices. Let us dress your hard to fit girl. Sizes 2 to 12 years. Have openings for resident representatives. Write Davenport, Iowa

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CIGARETTES

MONOGRAMMED CIGARETTES made fresh to order of delicate Virginia tobaccos. 9 initial: red, blue or green. 200 for \$3. Unusual that: smokers' requisites. Custom blending. Send for brochure. D. Lee Cooper, 686 Madison, N. Y.

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. Plaza 3-4962

D DELICACIES

VENDOME—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2221

DRESSMAKING

MISS VALENTINE—DRESSMAKER. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Avenue, New York City. Volunteer 5-4941

MME. CLERY—High Class Dressmaking. Evening Gowns and Wraps. Your own material if desired. Remodeling a specialty. Special Dressmaking-by-Mail Service. Reasonable prices. 820 Lexington Ave., N. Y. RE. 4-5847

DRESS SHOPS

SLAV MOTIF in AMERICAN ADAPTATION gives our dresses true distinction. Authentic Slav hand embroidery. Specializing in coats. Prices moderate. American United Slav Art Shop, Inc., 19 E. 48 St., N. Y. WI. 2-8176

MIRELLE FROCKS—Specializing in smart ready-to-wear with exclusive dressmaker detail priced from \$16.75 to \$79.50. Alterations without charge. Now showing our new Southern wear. 9 West 56th St., just off 5th Avenue

E ENTERTAINMENT

CORNELIA KANE—ASTROLOGER—Detailed Natal Horoscopes individually written for \$5.00, including two-year forecast \$10.00. Separate forecast \$5.00. Send date, hour and place of birth. 509 Fifth Ave., N. Y. C.

HESTER PEABODY... NUMEROLOGIST solves your problems by an original, individual reading and immediate forecast. Send your name at birth, birth date and \$2. Ask questions. 451 Marlboro Street, Boston, Mass.

DOROTHY SARA... GRAPHOLOGIST Handwriting reveals character, personality, abilities. Helps solve personal problems. Send several lines & signature, with \$2. for confidential analysis. 11 East 32nd St., N. Y. C.

PARTY FACTORY relieves you of your party worries, be they large or small—children or adult. Entertainers, favors and ideas. Novel gift baskets. 630 Fifth Ave., N. Y. Columbia 5-6978. Formerly associated Saks-Fifth

NEW ADDRESSES EVERY FORTNIGHT... It's so easy to keep chic and up-to-date by reading Vogue twice each month. Fashion, Beauty, Entertaining, Travel, Decoration... 24 issues \$5. Send check to Vogue, Greenwich, Conn.

F FASHION CONSULTANT

NINA PRICE designs distinctive wardrobes for Cruise and Southern wear. She'll revive your gowns from the mid-season sag by adding those highlights which make for distinction. 22 East 56th Street, New York. ELdorado 5-1112

FURS

ANNUAL SALE OF FURS BY MOLOT! This is your once-a-year opportunity to have a superb custom-made fur coat personally styled and fitted to you by Molot, formerly of Bergdorf Goodman Fur Corp.—at sale savings! Choose from our hand-picked collection of magnificent pelts—lustrous dark Canadian Mink, Caracul, Russian Broadtail, Persian Lamb, & other fine furs at tremendous savings. Molot, 21 E. 56 St., N. Y. C. Wickersham 2-6261

A. FISHER—JANUARY REDUCTIONS on all custom-made fur coats. Styling and workmanship to usual high Fisher standard of quality. Write for information. Mail orders. A. Fisher, Est. 1889, 4 East 46 St., N. Y. VAN. 3-3055

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. Bklyn 9-3368

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. \$25 for this splendid remodeling service—includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. Lackawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 131 W. 35th St., 7th fl., opp. 35 St. side of Macy's, N. Y. C.

G GIFT BASKETS

ALICE H. MARKS—19 East 52nd St., N. Y. For ships, planes, trains and motors. Gay packages, candles, tea baskets and books, to cheer the traveler or comfort the stay-at-home. Telephone Plaza 3-7282—orders promptly filled

GIFTS

PORTRAIT DOLL hand-modeled and painted by artist from photographs of your child. Even clothes duplicated. Unique toy... charming heirloom. Write for particulars. Dewees Cochran, 820 Madison Ave., N. Y. REgent 4-6823

OUR BABY'S FIRST SEVEN YEARS... Won't be worn out or outgrown... will be a treasure of childhood memories. Write for full information, prices and dealer's name. Chicago Lying-in Hospital, Chicago, Illinois

H HAIRDRESSERS

J. SCHAEFFER, New York's custom Permanent Wave Specialist. All methods. Individualized and flattering effects in the latest modes. J. Schaeffer, Inc., 590 Fifth Avenue at 48th St., New York City. Bryant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone Plaza 3-3900 for appointment

EMILE Rockefeller Center Hairdressers. supervision of Emile Your Hairdresser, recognized authority on Permanents and Coloring. Perfect service in restful surroundings. Air conditioned. 30 Rockefeller Plaza, CL. 7-1995

MARIO JEREZ, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 743 Fifth Ave., New York City (Plaza 3-3777)

"MARTIN FROM VIENNA", 7 East 46th St., West of the Ritz. Smart permanent waves \$10 complete. Also a \$10 monthly service consisting of cut, shampoo, finger wave, manicure and brows, once weekly. Tel. Plaza 3-6262

IVAN—SUPERB CUSTOM PERMANENT Waves. All methods—all one price \$10. Bleached hair successfully waved by our exclusive method which prevents breaking the hair. Booklet. Ivan, 714-5th Ave., Circle 7-7455

WERNER designs original coiffures to suit your personality. High style or conservative. Undine Zotos, electric permanents by experts. Corrective hair and scalp treatments by experts. Corrective Fifth Ave. (bet. 35th & 36th), Ashland 4-1353

HAIRDRESSERS—Cont.

CEIL ET PAUL, 119 W. 58th Street (next to Barbizon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-1797

PETER PACE—Distinguished permanent wave specialist—individual scientific attention to condition of hair, assuring healthfulness & that soft natural look. Coiffure arranged to precisely suit individually. 724 5th Ave., N. Y. CL. 7-3164

P. RICHARD-CLUZELLE BROS., INC. A leading American hair stylist interprets the new trend in Vogue. Unexcelled in permanent waving; and the treatment and tinting of the hair. 45 W. 57 St., N. Y. C. Plaza 3-4135

KINKY OR FRIZZY HAIR straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free. 683 Fifth Ave., New York. WI. 2-5212

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone Plaza 3-6591

FRANÇOIS HAIR COLORING SPECIALIST will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th St., N. Y. C.

HAIR GOODS

MANUEL TRANSFORMATIONS—Designer and Manufacturer. Paris and New York Establishments specializing exclusively in Hair Goods. Costs no more to buy from a Specialist. Mail orders. Bklt. Manuel, 485 Madison Ave.

NEW ADDRESSES EVERY FORTNIGHT... It's so easy to keep chic and up-to-date by reading Vogue twice each month. Fashion, Beauty, Entertaining, Travel, Decoration... 24 issues \$5. Send check to Vogue, Greenwich, Conn.

J JEWELRY BOUGHT

MRS. T. LYNCH'S SON—Established 1844. New high prices for Old Gold, Silverware, Duplicate Wedding Presents, Precious Stones, Diamonds, Jewelry, Watch, Clock repairing. 686 Madison Ave. (62 St.), N. Y. Regent 4-5129

K KNITS & YARNS

SKIRTS KNITTED TO MEASURE—\$5 from Yarns bought from this old established mill, at low, saving prices. Quality guaranteed. Free samples & information. The Elmore Corporation, Desk 9, Spindale, N. C.

BUY YARNS DIRECT from Manufacturer at handsome savings; four-ounce skeins our specialty. Free samples sent on request. Prompt attention to mail orders. G. W. Yarns, Dept. A, 380 Grand Street, New York. DRydock 4-4509

IMPORTED YARNS—also finest domestic. Hand-knit apparel to your measurement. Made for you, or by you with our help. Mail orders a specialty. Samples on request. The Knitting Bag—Gertrude Kaplan, 903 Mad. Ave., N. Y.

QUALITY + ECONOMY = POLLY BRAND Yarn. Widest selection imported, domestic. All smartest shades and kinds. Free samples. Instructions. Mail Orders. Polly Brand (V), 760 Sixth Ave., N. Y. C. Est. over 20 years

L LACES

E. ZALLIO—Bridal and Boudoir Laces—antique & modern. Banquet Cloths, Napkins. Unusual gifts. Memorial Altar pieces from your own laces. Remodeling, cleaning, mending, reweaving. Est. 1903. 561 5th Ave., N. Y.

M MENDING-REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments, Shine Permanently removed. Reliable service. Lowest Prices. Birkmont Weavers, Inc., 146 Fifth Avenue (19th & 20th Sts.), N. Y. City. Tel. Chelsea 3-2624

DAMAGES in any fabric re woven like new—linens, silks & laces a specialty. Hosiery repaired. Catering to finest shops & people. P. P. Service. Write for circular. French American Re-Weaving Co., 102 W. 57th St., N. Y.

BEADED, SPANGLED dresses repaired. Any beaded, petitpoint bag repaired, framed, etc. Embroideries, rhinestoning, perfect workmanship. Attention mail orders. United Royal Art Emb., 34 W. 34, N. Y. (Est. 1905.) PE. 6-1029

MILLINERY

THE HOUSE of MITZI—787 Madison Ave., N. Y. The latest in original and imported millinery together with harmonizing accessories. \$10.50 up. Headress for brides & bridesmaids exquisitely made. Expert restyling. BU. 8-1499

HATS REMODELED by Miss Esso. Yesterday's hat redesigned into today's mode. Smart new hats to order. Dresses made, remodeled and ready-to-wear, by Edna Morgan. Mail orders. Modest prices. 25 West 58, N. Y. PL. 3-4854

MISCELLANEOUS

EARN MONEY PLEASANTLY. Chryson's Stationery and Christmas cards sold only on appointment in the home by selected personal representatives. A few choice positions open. References required. Chryson's, Hollywood, Calif.

MOURNING APPAREL

ARTHUR MULLEN, 6 East 53rd Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

NAME TAPES

CASH'S WOVEN NAMES for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 17 Chestnut St., So. Norwalk, Conn. or 6203 So. Gramercy Place, Los Angeles, Cal.

NEEDLEPOINT TAPESTRIES

RARE AUTHENTIC PERIOD DESIGNS for table tops—chairs—rugs—panels—handbags, etc., made ready for you to embroider—painted or underlaid. Restoring—mounting—stretching. Lucie Newman, 683 Madison, N. Y. RE. 4-0412

PERFUMES

ROBERT blends make-up for Day and Evening to suit your coloring, with individual instructions in expert use. Visit the unique Parfums Bar for Cosmetics, Parfums and preparations. Write for booklet. Robert, 675 Fifth Ave., N. Y.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone ELdorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT: Specialists in fitting the narrow foot and heel. All sizes to 12 AAAAA to C. Send for booklet VC, showing smart new models, prepared to assist you in ordering by mail. Charge accounts. 714-5th Ave., New York mail. **RED CROSS SHOES** by **ARTHUR KENT:** Specializing exclusively in these famous shoes. Sizes to 11. AAAAA to EEE. Perfect fit by mail or in person. Send for style book. Arthur Kent, Inc., 534 Madison Ave. & 21 W. 39 St., N. Y.

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for Value, not "bargains". The better shops at your doorstep. Prompt, experienced service. No extra cost. New York and World-wide clientele. 366-5th Ave., N. Y. Wisconsin 7-3288. Cable Edvalsto

MRS. SARAH BOOTH DARLING. Purchasing Agent. Accompanies out-of-town patrons, and also shops for you. No charge for services. Shoppers' Magazine sent free. 23 West 85th Street, New York City. Trafalgar 7-6450

AUDREY T. McALLISTER offers her experience and service to you gratis: will gladly shop for you or with you in the best New York shops. 551 Fifth Avenue, New York City. Telephone Murray Hill 2-8179

GEORGETTE DUNBAR EVANS keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for description of service. 522 Fifth Avenue, New York City. Tel. Murray Hill 2-1193

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone Pennsylvania 6-6862

SPORTSWEAR

PLANNING A TRAVEL WARDROBE? Be sure to include at least one of Marilyn Roth's marvelous, packable knit ensembles and a hat to complement—by Marguerite. Marilyn Roth, 441 Madison Avenue (at 50th St.), New York

STATIONERY

CHRYSON'S STATIONERY and Christmas cards are sold only on appointment in the home by carefully selected personal representatives. A few choice positions open. References required. Write Chryson's, Hollywood, California

SWIMMING

MARY BEATON, Hotel Barbizon, 140 East 63rd St. Reasonable rates. Swimming pool, ultra-violet ray filtered water; individual scientific instruction—swimming, diving, muscle toning exercises; massage. RHin. 4-9418

TAILORS

J. TUZZOLI makes a Suit, Coat or Gown for \$85 which cannot be duplicated for less than \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodeled. 18 E. 53rd St., N. Y. WL. 2-2459

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. Cl. 7-8179

P. BASILE & SON creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; Fall fashions. Modest prices; remodeling. 17 East 53rd St. Vol. 5-7584

TROUSSEAUX

THE PURPLE BOX—26 East 55th St., N. Y. 10% reduction on all underwear and monogramming during January. Traveling accessories. Hand made lingerie to your measure. Trousseau a specialty. Unusual gifts. Linens.

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation wrist or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St., N. Y. Bryant 9-6269, 6268. Est. 44 yrs.

WOMEN'S WORN, OLD FUR COATS and apparel bought. Mink, Krimmer, Leopard, Caracul, Hudson Seal and other furs. Also men's used clothing. Highest prices paid. J. F. Company, 110 West 34 St., N. Y. CH. 4-4108

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

WEDDING INVITATIONS—Announcements. Exquisitely engraved. Service planned to manifest the good taste of our customers. Discriminating comparison invited. Samples mailed. Harcourt & Co., Louisville, Kentucky

WEIGHT REDUCING

MARGARET DEUSTER, 75 East 55th. Licensed & Registered. Complete reducing course skillfully administered. Colonic Irrigations; invigorating Swedish massage; Reward: Silhouette of Youth! Fee Reasonable. EL. 5-8118

REDUCING—Toning exercises. Electrical apparatus, cabinets, Swedish massage, lamps, swimming. Colonic Irrigation (doctor's supervision). 9 to 9. Ladies Athletic Club, Park Central Hotel, 56th St.—7 Av., N. Y. Cl. 7-5269

GAIN BODY BEAUTY NATURALLY and more easily than you thought possible. Scientific treatments and pleasant exercise have satisfied our patrons for 25 years. Cranker Body Culture Studio, 45 East 49th. PL. 3-9184

First spend a minute or two with Vogue's address book... then spend each dollar wisely and well.

Southland Fashion Triumph

Turner's adaptation of Mainbocher's Casino ensemble... Full length coat of linen tulle in black and white with all white linen dress...



Turner's Gowns Ltd.
Town & Travel Wear Ltd.
Walden Astoria Hotel, Park Ave., New York
— and at Palm Beach

HATS AS GAY AS THEIR NAMES! ROXFORD

Chatterbox

AT LEFT: IN FELT \$5.00



Cheerio

AT RIGHT: IN FELT \$6.75

HATS BY ROXFORD

FIFTH AVENUE, NEW YORK — AGENTS IN PRINCIPAL CITIES



Charles Bock

*for the permanent waving
of difficult hair*

20 east 57 - plaza 3-3900



**THE CHIEF
COMES
OF
AGE**

EVER since the Oshkosh "Chief" was first made in 1915, we have purposely spared no expense or effort to make it the finest trunk that money could buy. For 21 years, it has been famous for its sturdy endurance, its practical good looks.

The "Chief" with Oshkosh is an established institution... matched luggage of the finest grade, in nearly 100 styles and sizes of trunks and hand luggage. All carry the distinctive bands of red and yellow stripes. The extra-large "Chief" shown is \$200.

OSHKOSH TRUNKS, INC.

Makers of fine luggage... 10 East 34th Street, New York
Prices slightly higher west of Denver



Emile 21 East 56 Street
Tel. Plaza 3-8090

Vogue Covers

No photographs



The people who flocked to Cecil Beaton's last exhibition in New York—five years ago—went, largely, to see the famous photographs of an internationally famous photographer. But the people who flock to his new exhibition, at the Carroll Carstairs Gallery (11 East Fifty-Seventh Street), are going to see the drawings, paintings, and theatrical designs of a deservedly famous artist. In Mr. Beaton's last exhibition, his paintings were outnumbered by his photographs; in the present one, they stand alone—there isn't a photograph in the place. There doesn't have to be. Because, although Mr. Beaton's stature as a photographer is pretty difficult to eclipse, his stature as an artist bids fair to eclipse it.

Included in the exhibition are Mr. Beaton's designs for "The First Shoot," the famous "pheasant ballet" in Cochran's 1936 Revue; and his designs for two other ballets, "Apparitions," and "Pavillon." These quick water-colour sketches are decidedly more than mere "designs"—they're works of art: the figures for the first ballet in the golds, yellows, brazen oranges, iridescent greens of a pheasant's plumage; the "Pavillon" sketches all in delicate blues, strong blues, green-blues and purple-blues; the fantastic "Apparitions" in strange hot red, purple, magenta, black.

But Mr. Beaton's portraits prove that he has more than an uncanny feeling for colour; he has the rare gift of being able to sum up, not

only a person's features, but a person's whole essence, in one swift brushful of paint. You'll see, among others, his portraits of Noel Coward, Gertrude Lawrence, Ray Bolger, Mrs. Simpson, Princess Paley; not to mention some exquisite landscapes, which round out this exhibition of an artist as versatile as he is talented. But you'd better hurry, because the show is scheduled to close on January twenty-third. And we venture to prophesy that another exhibition as exciting, as original, and as completely charming as this won't be seen hereabouts for a long, long time.

Good skates

Most New Yorkers get plenty of exercise in subway scrimmages or bounding out of the path of onrushing vehicles or an intent, hurried fellow man, but it's scarcely the type of muscle-stretching one would pursue voluntarily as an end in itself. The main trouble with healthy open-air sports is that they require so much planning, paraphernalia, and effort that they lose their zest. This is probably the principal reason why New Yorkers greet skating—a nice, easy, ladylike sport—with such enthusiasm. We started out to make a list of the outdoor places where you can skate and found that it really would be easier to list the places where you can't skate. But never being one to take the easiest path, we give you the following information.

You can practically skate all over Central Park—on the Fifty-Ninth Street lake, on the Seventy-Second Street lake, on the One Hundred and Tenth Street lake. Also on all the wading pools and the Ninety-Third Street tennis-court. The "homy" custom of announcing skating by putting up a red ball at the arsenal persists this year. So, having seen the red ball, you can rush to Central Park and skate to your heart's desire—which really means until 10:30 at night.

Van Cortlandt Park is more rural, but certainly just as skating-conscious as Central Park. Here, you have a choice of Van Cortlandt Lake and Crotona Lake. Also, you can go to the Mullaley wading pool at One Hundred and Sixty-Fourth Street and Jerome Avenue, Barclay and Olinville Avenue, and the Ciccarone playground at One Hundred and Eighty-Eighth Street and Hughes Street.

And as if this weren't enough, practically all the public tennis-courts will be flooded for skating. Here are a few of them—the Gaby-Lyons Court, at Park Avenue and Sixty-First Street; Rips Court at Fifty-Fifth Street and Sutton Place, at Avenue A and Sixty-Seventh Street, at Ninety-Sixth Street and West End Avenue, at Bennett Avenue and One Hundred and Eighty-Fourth Street; and Hamilton's at Nagle Avenue and Dyckman Street. As a general rule,



Smart mixture

Aquascutum. Fashioned of fine hand-woven Shetlands it's but one of many smart Shetland mixtures that include checks, herringbones and plaids in coats as well as suits... all in perfect colors. Exclusive with us, of course.

THE
English Sports Shop

HAMILTON, BERMUDA

the town

these courts stay open about a half-hour later than those in the Parks, and they have sympathetic professionals to instruct hopeless novices.

If you like your skating de luxe, the El Morocco of the skating world is the Sunken Plaza at Rockefeller Center. Here, you can skate on artificial ice to music (no rhumbas) from ten in the morning until one at night, excepting for two periods when the ice is renewed (at 1:30 to 2:30 in the afternoon, and from 6 p. m. until 8 p. m.). If you are good enough to be able to drink and skate at the same time, you can go into the English Grill or the Restaurant Français for a hot punch, without even removing your skates. The floors are equipped with special linoleum coverings. And if you can't find some good healthy exercise out of all this, we simply wash our hands of the whole thing.

Bird lore



Telling people about the Stork Club, at 3 East Fifty-Third Street, is like telling them about the stork—they probably know already. About Gus Martel's rhumba band, which sets the whole place rattling and swaying each night, to the pulverizing rhythms of the Caribbean. . . . About the fabled proprietor, Sherman Billingsley, who sees all, knows all, knows everybody. . . . About Everybody, with a good-sized "E," who stops in after the theatre for a nightcap and a twirl, and who nods a friendly greeting to "Sherman," on the way out. . . . About the long, elliptical bar, where hover Yale, Broadway, and Hollywood, Princeton, Tuxedo Park, and the University of Virginia, Newport, Harvard, Kansas, and the *Social Register* (All Cities). . . . About the busy, wide-winged stork, designed on the ceiling above the dance floor. . . . About the crowded tables, the débutantes, and the hat-check gals. . . .

This may not be new news, but always it is good news, and every night the Stork Club draws nigher to being the best and gayest news in town. During the holidays, they worked a change of swing bands, landing a happier crew to share the night's program with Gus Martel's rumbler.

Sometime late in the spring, the management will open an exclusive dining-club next-door, where they've taken on a little extra real estate. Only members and their guests will be admitted to this retreat, which seems pretty swank and secret. Maybe there'll be real storks.

Help, help—a party!

We have been impressed with the way in which some of the bachelors in town entertain, at a few recent parties in non-housekeeping apartments. After investigation, we find

New York is full of part-time trained helpers who will come to your assistance and whip up anything at a moment's notice.

A hostess with a reputation for entertaining well died not long ago, leaving legacies to her faithful and efficient cook and waitress, who had served her for years. Though fixed for life, these two energetic women have now set up a business for themselves. They help out both by cooking and serving or by furnishing certain courses. They make a feature of cocktail parties, for which they will supply canapés, sandwiches, and hors-d'œuvres, or salads and hot dishes for after-theatre suppers. In short, they are caterers—but caterers on a personal and more private scale. To reach them, telephone ATwater 9-2329.

The Woman's Exchange, at 541 Madison Avenue, is very well known as a place that supplies waitresses to take charge of teas and entertaining, or cook entire dinners if you wish, and their food department will also deliver various kinds of prepared dishes. Another good person to know about is Mrs. Alfred Cortis (Wickersham 2-5341), who specializes in sandwiches and canapés only. Distracted hostesses are finding her services invaluable.

Dining West

Although several East Side restaurants and snack bars cater to distraught theatregoers with quick-service dinners, the immediate prospect of the 8:30 cross-town traffic jam is always nerve-racking—if you care, that is, about seeing anything of the first act. Consequently, there's a growing trend—among people who (Continued on page 44)

you can't rouge a daisy

and make it look like a rose.

Neither can you be smart in

a costume that looks well

on someone else. Let Rose

Clark design your clothes,

because you can be smart

only when they enhance a

particular charm of your own

Rose Clark

Wickersham 2-8356

8 east 56

In New York: Ritz-Carlton, Ritz Tower, Barclay, Plaza Hotels. In Boston: Ritz-Carlton.



FOR A GLAMOROUS NEW YEAR... IN TOWN OR UNDER A SOUTHERN MOON, A CHARLES OF THE RITZ PERMANENT WAVE, A LOVELY NEW COIFFURE.



SPOTLIGHT

Superb little number for your perfect resort shoe. Vividly smart in pastel blue, pink, or sun-drenched gold calf-skin, with the high heel; or in white doeskin with high or medium (sketched) heel. An exclusive, 16.75

MILGRIM six west fiftyseventh • new york
MIAMI BEACH • CLEVELAND • DETROIT

In her drawing room on the Avenue —

The gray haired woman looks a Queen indeed—because her hair has been so expertly cut and styled, before her Permanent, by R. Louis artists.

R. Louis Permanent Wave \$15

R. LOUIS 26 WEST
58th STREET
Plaza 3-5947



VOGUE COVERS THE TOWN

(Continued from page 43) do want to see the first act—towards dining within walking distance of the theatre they're attending.

With so many playhouses on Forty-Fifth Street, Sardi's, that old standby, remains one of the best places for pre-theatre dining; it's next to the Little Theatre, and directly across from a passageway that leads you smack into the Booth, Imperial, or Music Box. And it has what we consider to be the best spaghetti in town. Some of its excellence may be due to the old Sardi custom of adding the finishing touches on a chafing-dish at your table—but whatever the trick is, it works.

Sardi's, too, is one of the few places that serve good Italian wine in quarter-sizes—a fine measure for promoting interest in wine-drinking. Don't think, though, that others besides yourself won't have thought of dropping into Sardi's before curtain-time. The last night we were there, the place was crowded with such beautiful young ladies as Mary Taylor and Whitney Bourne. . . . What more could you ask in the way of *décor*?

Lafayette, we come



The old Lafayette Hotel down on Ninth Street has long been one of our pet places in New York. It changeth not, and for that we give thanks. For here, in a true Gallic atmosphere, you might think you were in a small Parisian hotel.

Though the Lafayette has always attracted a loyal clientele, lately it has taken an unusual spurt. Especially on Sundays. While many restaurants up-town are rather forlorn on Sundays at lunch time, the Lafayette is gay as can be. The dining-room, lighted by many windows (always an asset at luncheon), is full of people—people who look "interesting." For a Sunday night, you have to book a table long in advance or else be content to wait in a queue.

Needless to say, the cuisine is still of the same high standard that it has been for generations.

Three-day cure

What with the hectic holiday season coming right on top of the hectic autumn season, these first winter months are practically the most trying of the entire year. And, even if you have a trip to the sun in the

offing, it probably isn't in the very near future, and the mere prospect of it isn't enough to keep you going in the meantime.

For a quick mental, spiritual and bodily pick-up there's no place to equal Atlantic City. Given even as little as three days, it can work wonders in your shattered frame. Here's a good schedule to follow: Leave on the 10:20 train from Pennsylvania Station on Friday morning, arriving at the *plage* in time for lunch. That gives you a whole half-day to start drinking in ozone, and you can continue practically uninterrupted until Sunday afternoon—there are any number of trains that will get you back Sunday evening, either direct to New York or via Philadelphia.

Records show that Atlantic City has, for some occult reason, a considerably milder climate than New York—brighter sun, and more of it. At most of the Boardwalk hotels, you can sit in a steamer-chair in a sheltered corner of the "deck" and almost believe that you're bound for Nassau. In winter, the wheel-chairs are protected on three sides, and your attendant will tuck you up in as many fur rugs as if you were going sleighing in Saint Moritz. In short, you can get plenty of revivifying air without a tremor of cold.

One day you might walk way up to the end of the Boardwalk, and drop into almost any place for lunch—if you order sea food, it's almost sure to be wonderful. Each hotel has its own special way of serving oysters, clams, crabs—everything, in fact, that comes out of the Atlantic or its tributaries. If the weather is bad, you can swim in the Hygeia pool, or one of the private spas that most of the hotels maintain within their walls; most of them can give you the complete works—ultra-violet rays, electric cabinets, massage, everything. Most of the hotels have special three-day week-end rates—and whatever the expenditure, it's a sound investment.

Zelli's again



It's nice to report that Joe Zelli has again opened a place for the delectation of New Yorkers—and that it's as delectable as it ever was under the Zelli ægis in Paris. Having taken over the building at 128 East Fifty-Eighth Street, which housed so many festive speakeasies during Prohibition, Zelli

Two of Mrs. Pennington's classics designed for your southern wardrobe . . . LEFT: Rough Crepe with glove stitching, 19.95
RIGHT: Silk broadcloth with print bell and binding, all colors, 12.95

Chez Rosette
MRS. PLEASANT PENNINGTON
47 E. 58th St., N.Y.C.

A two-piece frock of West-weave, immaculately etched in white, that you'll bring back smiling after a season of tropical service! \$29.95

Martha West
SPORTSWEAR ORIGINATOR

Madison Avenue at 49th Street
Madison Avenue at 69th Street
Worth Avenue, Palm Beach
Martha West in California at Roos Bros.,
in St. Louis at Famous Barr.

VANITY FAIR'S Portfolio of Modern French Art . . . \$12

• Vanity Fair's famous color reproductions of modern French art . . . ready for framing. 39 prints in full color, on heavy paper, 12" x 14½", with wide margins . . . biographical notes on each painter and painting . . . a seven-page study of the movement by R. H. Wilenski . . . all enclosed in a handsome monks-cloth portfolio.

• The engravings alone cost \$17,000. You pay only \$12. Since this is a limited edition . . . send a check for your copy immediately, to

Condé Nast Publications, Inc., Greenwich, Conn.

VOGUE COVERS THE TOWN

has decorated his new *boite* so that it's as French as it can possibly be. In the main dining- and dancing-room, he has reproduced exactly that charming little *place* on the heights of Montmartre, the place du Tertre, with all the old cafés that face upon it—La Mère Catherine, Aux Cadets de Gascogne, and all the rest. You can even see the dome of Sacré-Cœur peeping over the rooftops. Both the bar and the seats around it are composed of authentic wine-kegs.

A very Gallic floor-show is put on at 9:30, 12:15, and 2:15, its main attraction being a group of pulchritudinous girls (all under twenty, Zelli swears) who execute dances with great gaiety and spirit. As you might expect, the *can-can* is their *pièce de résistance*. Rachel Carley, whom you have probably heard on the radio, sings in the manner of Lucienne Boyer, and two bands play for dancing. One of these, Danny and his Boys, were with Zelli in Paris, and have lost nothing of their touch.

Zelli's is particularly recommended to those who want to take it easy in the early evening and dine late. The dinner-show isn't until 9:30—a convenient idea if you want to start off your evening on the Continental schedule. If you stay on at Zelli's, you'll finish it on the Continental schedule, too.

Up the Nile



February may be (in fact, it is) the most completely unredeemed, unregenerate, and hopeless month of the twelve—if you have to

spend it in a cold, grey, slushy city. But, of course, you don't. You can fool it, by departing hence for some place where February is the height of the season—Egypt, for instance.

Egypt *sounds* so remote that you instinctively imagine the trip there as involving endless changes from boat to boat and train to train. But, actually, your travel agent can book you a passage directly from here to there—on the *S. S. Roma*, which doesn't deviate a hair's-breadth from its course until it lands you on the storied sands of the Ptolemies.

From Cairo, you can make one of the most exciting trips in the world, through the midst of the oldest civilization in the world, in the most complete comfort and modern luxury—on a Nile steamer. You can see the site of ancient Memphis; the rock-cut tombs of Beni Hassan; the royal city of Tel-el-Amarna; all the marvels

of Luxor—the great Temple of Karnak, the mighty Temple of Amen, one of the wonders of the world, the Tombs of the Kings and the Temple of Luxor; the Temple of Horus at Edfu; and finally arrive at Aswan, near the First Cataract of the Nile, a smart winter resort with a peerless climate and facilities for every known sport.

You can do all this, we repeat, and more—without a single attack of Sightseer's Vertigo or Museum Feet—by chartering your own river-yacht at Cairo and idling up the Nile in your own time, with your own party. The cost, for a thirty-day cruise (complete with captain, crew, and servants), depends on the number of people in the party; you can arrange it for as many as thirteen, or as few as four.

If you want to be even lazier and more leisurely about the whole thing, it's still possible to hire a dahabeah—the time-honoured river-craft of the Nile, which is lineally descended from Cleopatra's barge. A dahabeah accommodates from six to twenty passengers, in considerable comfort and great picturesqueness; it has, occasionally, to be towed out of difficulties by a tug, but that's included in the price.

Whichever you do, you can arrange the whole thing from this end, through Cook's or the American Express. And you can fool February.

Town gossip

The Museum of the City of New York is having a great success with their latest exhibition called "New York at the Turn of the Century" covering the year 1900. . . . Julie Hutton, the handwriting expert, is being featured at L'Avignon Restaurant on East Fifty-Fifth Street. . . . Uday Shan-Kar and his Hindu Ballet will give two performances at the Majestic Theatre on Sunday, January 17. . . . "The Bride's School," at Scientific Housekeeping, has entered on its second successful year. . . . Leo Reisman and his orchestra are playing in the Sert Room at the Waldorf-Astoria. . . . There will be a "Snow Ball" at the Waldorf on January 20 for the benefit of Lenox Hill Hospital. . . . Miner and Root are dancing at the Ambassador. . . . The Valentine Gallery of Modern Art is having an exhibition of Cézanne water-colours and Renoir drawings. . . . Nicolas de Molas's conversation pieces are now on view at Wildenstein's. . . . Spivy appears at the famous Tony's on West Fifty-Second Street, not East Fifty-Second Street, as we printed by mistake.

"FLANEUR"

SHOPS TO KNOW

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on these pages. You may write to any of them with entire confidence in their integrity.

DAVID'S
Fifth Avenue



siesta

Soft and luxurious, with an unerring way of magnifying the charm of whatever town or cruise costume it accompanies. Fine, supple calfskin in white, cruise and town colors. **\$7.50**

425 FIFTH AVENUE, NEW YORK

Mail orders filled. Send for leaflets.



custom
bathing suits
lingerie
trousseaux

CORSETS
from \$15

Miami Beach Shop 663 Lincoln Rd. 16 E. 52 St. N. Y.

Ethel Kerle



NOW
15 EAST 53rd - NEW YORK

Vividly Smart
HATS!

BLACK CLOTHES



FORMERLY
WITH
CROCKER

ARTHUR
MULLON

6 EAST 53 ST. • NEW YORK

FLORIDA SPECIAL, 8.75



Going South? To be foot-loose and fancy free? Then, take our famous "ROUND AND ROUND". It's our air-cooled, bucko oxford that young and old are frantic about. It has a general manner that is casual, affable and pleasant . . . so much so, you'll wear it with everything but evening clothes. White is compulsory, but you'll be wise to take it in navy, gray or black for traveling there and back. And, why not at only 8.75. . . . Sizes 2½ to 11. Expert Mail Service • Charge Accounts

SHOECRAFT

714 FIFTH AVENUE, NEW YORK
AAAAA to C Narrow fitting heel
8½ 9 9½ 10 10½ 11 11½ 12 add \$1

Janet Rose

Importer

Hats Bags

Gowns

665 5th Avenue

Formerly of *Joseph*

Exclusive U. S. Agts. for

Gabilla's

PARFUM

Longchamp



IT'S THE DOBBS
Resorter



At Dobbs, the art of designing hats is a growing thing based on a tradition generations old...That's why only Dobbs can bring you something so new, and fundamentally right as the Sculptured Crown...modeled with a sure instinct for line and mass in perfect relation to your head and face. In felt, all colors—also in natural leghorn and panama. All headsizes.

A BURDINE SUNSHINE FASHION

Dobbs Hats for Women in all leading cities...When it's a Dobbs, it's a first edition fashion

DOBBS

NEW YORK'S LEADING HATTERS

711

FIFTH AVENUE • NEW YORK

VOGUE

INCORPORATING VANITY FAIR

IS PUBLISHED TWICE A MONTH

COPYRIGHT 1937 THE CONDÉ NAST PUBLICATIONS INC.

JANUARY 15, 1937

VOGUE COVERS THE TOWN	42-45
VOGUE'S-EYE VIEW OF SPRING HATS	49
BRILLIANT HEAD-WORK FROM PARIS	50-55
ROLL, BRIMS, ROLL!	56-57
FATHER KNOWS BEST	58-59
ENGLAND CARRIES ON	60
ORGANZA AND TULLE	61
ROMANTISCHE DAMEN	62-63
LADY ABDY	64
WHAT PEOPLE LOOK AT TWICE	65
MOROCCAN IDYLL	66
VALENTINA	67
VOGUE'S SPOT-LIGHT	68-69
SIX ACES IN SUITS	70-71
DRESSING ON \$1,000 A YEAR	72-73
IT'S A BEAUTIFUL DAY	74-77
"THE WOMEN" SHOW THEIR HAND	78-79
NEEDLE WITTICISMS	80-81
DESIGNS FOR DRESSMAKING	82-83
EYE-CATCHERS	84-85
TIPS FROM ELEANOR TENNANT	86-87
VILLAGE WITHOUT MEN	88-89
IMPRINT OF SPRING	90-91
SHOES, BAGS, GLOVES	92-93
PAINTINGS AND DÉCOR	94-95
FINDS OF THE FORTNIGHT	96-97
SHOP-HOUND'S SHORT WINTER TALES	98
DISCOVERIES IN BEAUTY	100
URNS WITH A GOURMET	112
HATS ON THE SPRING HORIZON	118
GOURMET'S GUIDE	20
SCHOOL DIRECTORY	24-25
VOGUE'S TRAVELOG	33-39
VOGUE'S ADDRESS BOOK	40-41
THE SHOPS OF VOGUE	42-45



SPANISH HATS ARE PARIS' EXCUSE FOR KEEPING CROWNS UP IN THE AIR. AGNÈS SEIZES IT FOR HER SUN-CATCHING SOMBRERO OF SCORCHED STRAW THAT ERIC PAINTS FOR THE COVER OF THIS ISSUE. SHE MAKES THE BRIM WIDE AND STRAIGHT, AND ROUND THE BASE OF THE HIGH SQUARE CROWN, SHE FLINGS GROSGRAIN, HER FAVOURITE PURPLY-BLUE, GREEN, AND DULL RED, IN THE MOST FLAMBOYANT IBERIAN STYLE. YOU'LL FIND IT AT BONWIT TELLER

THE CONDÉ NAST PUBLICATIONS, INC., Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by The Condé Nast Press/Title Vogue Registered in the U. S. Patent Office, Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W.1.—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable Address, Vopar. Subscriptions for the United States, Colonies, and Mexico, \$5 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn. Change of address—Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received. Copyright—the entire contents of Vogue—text and illustrations—are protected by copyright in the United States and all countries signatory to the Berne Convention and must not be reproduced in any manner without written permission.

THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
 ELIZABETH PENROSE - EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF - EDITOR OF FRENCH VOGUE
 EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES

**JUNE
IN
JANUARY**

Just off the ice and ruddy with health! And that goes for what's in the glasses too! For it's glorious Heinz tomato juice—quintessence of June sunlight, August's ripening splendor and the mellowing virtue of golden September! Drink heartily in winter of this delicious juice—debutante of the famous 57 Varieties! It's pressed at the fields by Heinz from the choicest strain of vine-ripe tomatoes ever crossbred for extra lusciousness. You're drinking summer in winter indeed, when you pour out a sparkling glass of this superb Heinz beverage! It's different!

Tune in *Heinz Magazine of the Air*. Full half hour—Monday, Wednesday and Friday mornings, 11 E.S.T.; 10 C.S.T.; 9 M.T.; 12 Noon Pacific Time—Columbia Network.





Vogue's-eye view of spring hats

FREEDOM may be slipping slightly off her pedestal elsewhere in the world, but not in the quarter where hats are made. There's no iron heel of regimentation on the milliners' necks. They've come out with a unanimous Ode to Liberty—in hats. As a symbolic gesture, Talbot—half in fun, half in earnest—sent New York a spiked felt head-piece that's an exact replica of what the girl on Bedloe's Island wears.

Talk about freedom! Hardly two hats are alike. Low crowns, high crowns. Wide brims with all the flourish of Rubens (the current Rubens exhibition in Paris accounts for that). A whole race of Spanish hats: gauchos, sombreros, matador toques, tambourine effects. Magi turbans, flower-pots, peaked fools' caps, Jugoslavian pill-boxes. Colours as headstrong as shapes, a sudden rush of saffron, red, green, purple to the head. And trimming: shells seeded over hats, glass stars, coxcombs, flowers, Paisley prints, and peasant embroidery. Complete freedom, often complete folly, and—as you turn these pages—what complete relief!



Hats from the matadors and caballeros. Masses of Paisley rallying simple dark suits. These are two pivots of spring. Talbot makes her enormous sombrero of canvas; puts it above Lelong's silk Paisley blouse. While Chanel draws on the most violent of Paisleys to breathe life into her straw hat and wool suit. Costumes and Talbot hat at Saks-Fifth Avenue, New York and Chicago



TAKE our word for it—if it rolls, it's right; if it has a touch of vivid colour, it's superb; and if it is Spanish, it's news. We're talking about hats—those all-important creations of fashion that are precious works of art one day, forgotten the next.

They are a perfect record of the times, following the headlines blatantly, echoing public interest whether it comes from Spain, the Rubens Exposition, a Communist parade, or a forthcoming coronation.

At the moment, the newest hats are the Spanish interpretations. Every milliner in Paris has tried her hand at Spanish hats, with a variety of results—including everything except the obvious pompons, which are taboo.

Pompons are to Suzy, for instance, what red is to a bull; she prefers a chenille-dotted mantilla hanging down the back of a black satin toque to tell her Spanish tale, or a black-and-red tambourine with red velvet coxcombs on one side. Agnès makes the best toreador hat outside of a bull-ring, red velvet horns and all. You see it on page 55.

Talbot makes enormous roll-brimmed sombreros trimmed with dangling mirrors, shells, metal stars, or lined with brilliant colours. Leghorn is her favourite straw for this type of hat—black Leghorn or warm, sunny, yellow Leghorn, as in the two hats shown at the top of this page. Sometimes, instead of trimming, she runs a bright band through the crown and ties it at the back of the head to hold it on.

Louise Bourbon draws a wide-brimmed Gaucho hat from the peaceful Argentine and embroiders a gold eagle on the front of it. And Maria Guy ties an off-the-face black straw on the head with a red velvet bandanna—the last word in chic for a Spanish peasant and the height of youth for you.

The whole Castilian mode is dashing and designed to rivet attraction on your head and take your mind and every one else's mind off your clothes—which is a form of fashion heresy.

Rolled brims are important whether they come from Spain or Siam or just out of a milliner's mould. Suzy goes to the extreme of rolling her fine white straw brim all the way over like a rubber tire. Reboux rolls a white Panama brim straight up on both sides and folds the crown into a complicated affair that only Reboux can cope with. (See both on pages 56 and 57.)

Talbot makes the flattest crowns in Paris and has the audacity to roll her brims up over her crowns, leaving the hair

as important as the hat. Every milliner rolls brims up in front, off the face—preferably brilliant coloured straw ones or shiny black straw ones. Agnès takes burnt-orange straw braid and rolls it like a skein of wool around a black felt.

Nothing could be more rolling than the great, sweeping Leghorns that Rubens painted on his fine gentlemen and ladies. Five minutes after his Exposition opened in Paris, milliners were busy turning them into actual hats. Louise Bourbon reproduced exactly from one portrait that silly little pancake with an aigrette shooting out of the centre—it must have amused Rubens as much as it amuses us. Paris will see it as an evening hat, and it will probably be worn with great chic.

Louise Bourbon and Suzy both have made the roll-brimmed, high-crowned Leghorn hats lined with contrasting velvet and trimmed with plumes. They look as if they belonged to Garbo or Lady Abdy—sweeping affairs that take courage to wear. You can also see at Louise Bourbon's the chartreuse chiffon turban worn by one of the three wise men in a Rubens painting—a turban that might well be worn by any wise woman.

Coloured straws will be important and exciting news for spring. Agnès already has purples, burnt-orange, greens, and reds. The idea is that there is nothing too gay for your head. Suzy's best new sailor hat is of soft, reddish tangerine straw with a double brim and a flat, flat crown, with brown cord to hold it on. You can cling for dear life to your dark clothes, but a giddy coloured touch at the top of your head will proclaim that you know spring is here. You can wear your straw early if it's combined with felt, because, in that case, the straw looks almost like trimming.

Rumours about trimming are that coloured braid, fabric flowers, delicate Chinese straw flowers, metal and glass ornaments, and embroidery are the things you should look for. Two tones in hats are still good; in fact, very good if you follow Agnès or Suzy. The former likes her favourite purple-blue, or an odd shade of dull red, or that new orangy shade that's so good combined with navy-blue or black. Suzy uses purple or saffron-yellow or purple-red with navy-blue or black. There's a vague feeling for a pale greyish pink combined with black that will probably come out stronger when days get brighter. Crowns can be up or down, high or low—as you please. In Paris, at the moment, they still cling to the high ones, but spring will very likely bring a change of mind.



HORST

Blot out one eye completely—so far forward, so far down should you pull Schiaparelli's French postman's cap of red felt. And wear it, in brazen defiance of winter, with her pale blue wool suit and red printed silk blouse under your top-coat or furs. All are at Jay-Thorpe

PULLED FORWARD

Clear off the brow, back from a shining-smooth hair-line—there, on your pate perches Suzy's black antelope cap. To soften the outline, a scrap of veil. This and Dormoy's black cloqué dress at the Salon de Couture, Bonwit Teller. All jewels; Trabert and Hoeffler-Mauboussin

PUSHED BACKWARD



Suzy invades the Spanish sphere of influence with a black satin dinner-toque trailing a chenille-dotted mantilla behind it (Bergdorf Goodman). The black paillette suit is Francevrament's

NELSON





CASTILIAN FANDANGO

Agnès' toreador hat (above)—the best this side of the Pyrenees. Velvet in bull-baiting red wraps the close-fitting toque of black straw (Sally Victor; Marshall Field; J. W. Robinson)

Next, Talbot's tambourine of black faille. Gold stars whirl round the crown; then make another shining orbit of the sombrero brim. Saks-Fifth Avenue, New York and Chicago

Left, centre: Talbot's high-rolling sombrero, made of tucked yellow faille and seeded with tiny shells off the shores of the Spanish Main. Saks-Fifth Avenue, New York and Chicago

Last: The brim rolls, the crown blooms with silly flowers held down by net on Louise Bourbon's flower-pot hat of Leghorn and black velvet. Bracelets on this page from Boucheron



NELSON

ROLL, BRIMS, ROLL!

Suzy doubles her brim back on its tracks till it's a tire of white straw; crowns it with black straw and two rearing antennæ (Henri Bendel). Ilda's white calfskin gauntlets

The wizard Mademoiselle Lucienne, at Reboux's, makes a grandiose Homburg of white Panama, with a crown creased inimitably, a blue veil (Henri Bendel). Chanut gloves





SHOULD YOU KISS YOUR CHILD GOOD-NIGHT—

STEICHEN



SHOULD YOUR CHILD PRAY?

OR SHOULD YOU SHAKE HANDS WITH HIM?



FATHER KNOWS BEST

By Gretta Palmer



SHOULD YOUR CHILD EXPRESS HERSELF?



SHOULD CHILDREN CURTSEY AND BOB?



SHOULD YOUR CHILD PICKET?

MEN have an irritating way of taking over some woman's occupation, dressing it up with a fancy name, and getting knighted for their pains. *Cordon bleu* has a better ring than *cook*. *Obstetrician* is a vast improvement on *midwife*. And the task of being a parent was never properly dramatized until the last few years, when fathers began to poke their pince-nez inside the nursery and to demand a share in bringing up their young.

The child who was once "a limb" is now "badly integrated." "Does your child draw pictures?" was a simple, straightforward question, when mothers ruled the roost: educators now ask pompously how much "easel-experience" the child has had.

The sight of John B. Watson, the psychologist, throwing cotton balls at a roomful of babes and recording their reactions; Bertrand Russell's injunction that children "should not be forced to adjust to each other": these things have entranced a generation of American and English fathers. They confer with the principal of the progressive school, call on the psychoanalyst at the drop of a rattle, and are rapidly changing parenthood into one of the learned professions.

Paternity is more than a cult—it is a vocation among some of the people who set the pace. Their enthusiasm may take one of several forms. They may wear a genial smile while Junior breaks the porcelains, and chuckle when he shows his lack of inhibitions by setting fire to his nurse. Or they may become stern disciplinarians, pledged to the belief that self-control is the finest gift that parents can bequeath a child. Whatever belief they hold, they believe it hard. Whatever philosophy they accept, their own convenience is set aside so that the theory may be consistently enforced.

If you attend a parents' meeting in any of the ultra-modern schools, you will be impressed at how complicated

a business the familiar task of bringing up a child has now become. Fathers are invariably the speakers. These, in recent sessions, are some of the questions the Progressive Papas had under debate:

Does it encourage Oedipus complexes to let children kiss their mothers good-night? Or should they only shake hands?

Should a child be taught to say his prayers?

Should a little girl be taught to curtsy?

Should fourteen-year-old radicals join picket-lines?

Is it best to change nurses every three months so that the infant will not get a fixation that might disturb his hypothetical married life?

Is it the duty of parents to provide a village background for the three-year-old, a small town for the growing boy, and a metropolis for a fledgling of sixteen?

Should a child call his parents by their first names?

Will lead soldiers make a child combative?

What are the best sales-tactics for coaxing a baby to bed?

Is it honest to let even infants believe in Santa Claus?

Should children be given nursery-size Martinis, so that they will not take alcohol too seriously?

Does every youngster pass through a stage as a biter?

If the father becomes tight, should this phenomenon be explained to the child?

Will psychoanalysis cure nightmares?

Does the child-mind demand blood-and-thunder books and radio programs?

Should progressive children be shielded from believers in the Stork and Cherry-Tree?

Should children be encouraged to wander into the room where Mother or Daddy is taking a bath?

Whatever this generation turns out, they can not complain that they did not enjoy the best thought of the most professional-sounding fathers of all time. (Continued on page 120)



THE RETURN OF THE GEORGIANS..BY SEYMOUR LESLIE

AFTER a nightmare of ten black days that seemed like an operation with incomplete anæsthesia—punctured by telephone calls, mad rumours, sudden fears, silent parties, deserted shops, and distracted playgoers—the abdication of Edward VIII. passed into history, leaving only a dull pain of sadness behind. King Arthur sailed away, and, in a very distant future, Hollywood's fairy touch will transmute his story into a legend more incredible, more pathetic than the story of Parnell; and, like Parnell's, it may be remembered by the Irish, but it will be conveniently ignored by the English. The English mind is like an old man's smile—it shuts up suddenly. Socially, we have silently turned to the Right; waking to find ourselves stately Georgians once more, just when we had settled down to becoming elegant Edwardians. The ghost of the seventh Edward is laid forever. We will be good . . . but not, we hope, dull.

The social world recovered from its post-operative shock very quickly. On one night alone there were three big parties—the Badminton, the Hunt Ball, and the Virginia Ball. (The latter shows that we are all as keen on American things as ever.) Paradoxically, we are in for a much more brilliant Coronation under the new régime—because with a Queen the ceremony is complete. There will be two thrones; the Queen will have a dazzling train eighteen feet long; and, at a signal, the peeresses of the realm, dressed in crimson velvet, will raise their arms to don their silver-gilt coronets. The flash of those jewelled arms was the most dramatic feature of the last Coronation. Four duchesses will support the Queen's canopy, and it is to be hoped that they will be chosen for their looks—following the precedent set by Queen Alexandra, who chose Their Graces of Marlborough, Sutherland, Montrose, and Portland. For the new Queen's Coronation, we surmise the choice of the lovely young Duchesses of Norfolk, Buccleuch, and Roxburghe, for three of the four.

One conclusion is being voiced everywhere: that there is no room in the modern social world for a "King's set." We have been so accustomed to a quiet, domesticated royal couple—for twenty-five out of the last twenty-six years—that, we are all agreed, it suits us better. The world is too big for any privileged "smart set," and resents one.

Throughout his life, the spot-light has played elsewhere than on our new King; yet he is not the dim figure that his father was when he succeeded to the throne. I remember various aged, but gallant Edwardian aunts, with pasts, saying, "It's going to be a dull reign—sailors don't

care for social life." And the fifth George never did learn to care for it. But those calm, nightly dinners with his Queen, followed by evenings at the fireside listening to the radio, saved the monarchy . . . That great, wise old Frenchman, Maréchal Lyautey, used to cry to startled English visitors, "*Gardez votre monarchie!*" And, to-day, the glare from the Spanish wreckage lights up many things.

We really haven't any Court—in the true Ruritanian sense—only a handful of capable, overworked officials on whom, next May, will rest the "biggest production in history." These bald, bespectacled men with card-indexes, working into the early hours at old Saint James's Palace, are automatically registered as "Idle parasites and lackeys"—to quote *The Daily Worker*, our only Communist paper, which provided the necessary comic relief during the crisis, and was found in all the best drawing-rooms—so unaccountable is the English character.

What we all want, and what we will get, now, is a grand public ceremonial. However wearying to the central figures, it gives a splendid ritual background to the only prosperous society left in the Old World. And our new King, everybody agrees, will do this better than any of his brothers, because of his conscientiousness. Of this quality I had evidence last year, when I arranged a dinner at which he presided and spoke; for he memorized his speech, after writing and rewriting it, most carefully, so as not to let his stammer interfere. (It is not really a stammer, but an inflection that falls on the wrong syllable—and his conquest of this exasperating handicap shows his strength of character, and makes him particularly sympathetic.)

He and his immensely popular and perhaps better-known Queen will go to wonderful private balls, to be given, next May, in most of London's remaining big houses—houses that haven't been opened in years; and the season's débutantes will not be let down. Because of his temperamental dislike of "fuss," the eighth Edward's débutantes were hustled onto an assembly-line at last summer's Court, in the Palace garden, and raced past an improvised awning to make their bow in the pouring rain. One more Court like that and the county families would be permanently estranged—our forgotten families, who are socially much more powerful than one would think from reading columnists who have never heard of them.

Our recent short régime seemed to show some of Queen Victoria's almost morbid economy. (Continued on page 117)



*Floating organza dress
and brief jacket;
Hattie Carnegie, J. Magnin, Calif.
Colombet's silk jersey bodice
and full tulle skirt;
Bonwit Teller, J. Magnin, Calif.*

BRAGUIN.



"HANNA," BY ANSELM FEURBACH

WITH their curls, braids, snoods, cameos, and fans, these remote ladies sum up the essence of the romantic period of German painting. In these three nineteenth-century portraits chosen from the brilliant Exhibition of German Art now on loan to several American museums, that romantic nostalgia for the classic idea is a constant. In the painting of Nanna, the first love and favourite model of Feurbach, one can see how her dark immobility dictated his concept of the classic. Schick, in his canvas of Frau Dannecker, holds even more firmly to the classic formula. And Kersting, by far the most poetic, has a sentimentality characteristic of the German Romantic painters. An article on German Art is on page 102

Romantische Damen



"FRAU HEINRICKE DANNECKER," BY GOTTLIEB SCHICK



"THE GARLAND MAKER," BY GEORG FRIEDRICH KERSTING



Lady Abdy, currently in New York, dramatizes the night with a Venetian costume of velvet, by Louiseboulanger

WHAT PEOPLE LOOK AT TWICE

AT flower-coloured antelope toques and gloves, abloom among furs—like crocuses in the snow. So fresh, they make you catch your breath. In dusty-pink, larkspur-blue, fuchsia, and a hauntingly lovely heliotrope shade. These colours are delicious and unexpected when worn with sleek black furs, with nutria, with sable, or with mink. The antelope is the squashy kind.

At pastel-coloured tweeds under furs—like a breath of Aiken in New York—but toned with a deeper, richer shade. An arbutus-pink jacket with a cyclamen-red skirt, under nutria. Mauvish tweeds and bluish tweeds—the two often combined.

At a dark-haired damsel in an all-black costume with a purple *chechia* and coral jewels—vivid as an old Persian miniature. At a crocheted skull-cap, like a white flower, worn with a long-sleeved theatre dress—and brief, dazzling white gloves.

At spangled tweed jackets, flamboyant as a circus rider's, in pyjama costumes for the house. At a black cashmere sweater, studded with blue glass stars, worn by the Countess Celani at cocktail time. At black antelope in a formal afternoon suit—black as ink—such as Marjorie Dunton makes in Paris.

At hair brushed back from the forehead, like the burnished coiffures in “La Kermesse Héroïque,” inspired, no doubt, by the film. At turquoise velvet mittens with a scarlet dinner-dress.

At chiffon in symphony colours—a swirl of grey, green, violet, mauve. At the stark apparition of Schiaparelli's long-sleeved, high-necked, black crêpe evening dress amidst a welter of colour in the Iridium Room. At the new ankle-length dinner-skirts, straight and narrow, and slit. At gold mesh evening bags.

At Madame Sert's fabulous Hindu necklace, of huge, square-cut pink diamonds and long Indian pendant emeralds—casually tied on by narrow red and green cords. At one massive golden jewel—bracelet or buckle or clip—embedded with huge cabochon emeralds or rubies, worn with a simple black day dress; and the only thing about the costume that does catch the eye. At Schiaparelli's small black antelope pouch bag, which is slung over the shoulder by a long tortoise-shell hoop handle.

At a gold chatelaine, like a man's watch-chain, festooned with charms, attached to the revers of a black velvet jacket and looped, naval fashion, on the chest. At Mrs. Thomas Shevlin's solid gold swizzle-stick, like the wooden ones. At glass chopsticks, like knitting-needles, in a knot of gleaming black hair.



PATOU'S GREEN VELVET DINNER-DRESS

MOROCCAN IDYLL: A brown linen beach-dress, sufficiently serious for lunch after swimming, with suède buskins and knit cap. Hattie Carnegie; Martha Weathered; I. Magnin, California





VALENTINA, in public the sensation of every big first night; in private, Mrs. Georges Schlee; shown here in the drama of her spired lamé cap and mousseline over lamé gown



STEICHEN

In this sugar-plum production, compounded of unequal parts of bawdiness and charm, Ruth Gordon, here disguised delightfully and unsuccessfully as a boy, brilliantly plays young Mrs. Pinchwife in this William Wycherley Restoration comedy. The witty sets and costumes, incidentally, are by Oliver Messel, the English designer, whose talents have been variously employed in doing the sets for the movie "Romeo and Juliet" and for the wedding-cake decorations for Syrie Maugham's daughter

"The Country Wife"

vogue's

SPOT-LIGHT

By Allene Talmey

THE spin of the town's fun has been faster than ever lately. Flushed with its success with Barbirolli, the Philharmonic now has the Mexican composer, Carlos Chavez, conducting. It is impossible not to see the Maxwell Anderson plays; either the moving drama of the Malay princess in "The Wingless Victory," with Katharine Cornell, stately in sarongs; or the gay modern tale of the doings on Hudson hill in "High Tor" with Peggy Ashcroft, the young English actress who dashed here from London on four hours' notice. Carstairs has a Beaton show of drawings, and Sir Cedric Hardwicke has just opened in that Anglicized French drama, "Promise."

The four most amusing shows (when this was written), however, were the Yanyego Voodoo dancers at the Club Bali; "The Country Wife"; the Exhibition of Fantastic, Dada, and Surrealism at the Modern Museum; and "You Can't Take It with You."

Neither Restoration nor Edwardian, but rather superb Georgian Kaufman (and Moss Hart) is that hilarious wallop, "You Can't Take It with You." With a magnificent scoop, they have swept up the happiest collection of happy people we have ever seen. It has no touch of whimsy, no delicate daffiness. It has an earthy, violent, definitely American humour, quite different from the softness of the Coward or the "Tovarich" kind. It is made up of hyperbole characters and understatement. It is no more bitter than a marshmallow, but all of it is warm, uproarious, and so sensible that no one, including the authors, is quite bright enough to accept its philosophy: work easy and play hard.

Each character revolves happily on the pinwheel of his own hobby, from the grandfather (played perfectly by Henry Travers) who quit work thirty-five years ago and now raises snakes and goes to Columbia Commencements, to the mother (played just as perfectly by Josephine Hull) who writes plays because a typewriter was delivered eight years ago by mistake. The family, by the way, includes a carefree father who makes firecrackers for fun in the basement with a bald-headed iceman, known as Mr. De Pinna, who delivered fifty pounds five years ago and never left. They are all characters in their way equal to Mr. Throttlebottom.

To accommodate this family, Donald Oenslager had to design a set that would hold the snakes, two kittens, a printing-press, a typewriter, an easel, and still allow space for the daughter to practise her ballet steps while setting the table. It is all brilliantly nuts.

There is enormous fun at the Modern Museum, where the Surrealists are still sending dinner-parties into whoops, mainly because most people leave with an impression of whirling, of cockeyed titles, of skulls, of eyes as literally painted as those in an optometrist's shop. With a touch of circus showmanship, Alfred Barr, junior, the director, barnums up Art, making it here available, unavoidable, and frequently, as in this show, scholarly. Behind all the hoop-la, there is research, orderliness in this historical tracing of the irrational in art. Every one is here, Dürer, Dali with a greenish precise glow, Bosch, Miro, Man Ray, Chagall, Picasso, Calder, and a hundred others. It proves once again that the Modern Museum is the only witty museum.

And the Yanyego dancers from the black hills of Cuba are an excursion into the primitive, overpowering. They consist of Papo, a great purple-black man in a crimson bandanna, crimson loin drapery, of a delicate bronze girl in coral calico, and of six musicians whose instruments include not only the drums, but a donkey's polished jaw. Somehow, even in a night-club, Papo, who is a magnificent pantomimist, angry, sly, crushed, remains an anæsthetic stimulant with his ritual voodoo dances.

Of them all, the prettiest, of course, was "The Country Wife," but the Wycherley Restoration wit, like the Depression Wit in "Sailor Beware" or any that depends on a single sexual joke, no matter how ribald, gets fairly battered in three acts. In this Molière derivative, the joke, the one of the town lover who pretends emasculation to fool husbands into further cuckoldry, becomes too tenuous. It was saved, for us, by the brilliance of Miss Ruth Gordon's acting. Mild, stubby, actually about as glamorous as a radiator, she possesses an incandescence on the stage. When, in her white nightgown, she writes a letter to her lover, she becomes a fascinating mixture of Skippy and Nell Gwynne. She is childish, but not naïve. And her gestures, those same little tricks of hand to forehead, which served so well through "The Church Mouse," "The Sleeping Clergyman," and "Ethan Frome," here, too, have a scissors' clarity, a poignancy. She is irresistible.

As every one knows, the Gilbert Miller production co-stars with Miss Gordon. It is sugary, gay, the sets and costumes candy-coloured, the work of Oliver Messel, who must have been frightened by a birthday cake when he was very young. As a matter of fact, Gordon, Messel, and Miller come out a little bit better than the Wit of Wycherley. He isn't half as funny as you might think.



Creed suits—all six. Tailored with his fetish for the neat; raised to glory by details like a side-buttoned peplum on a suit of black wool (centre) over a violent plaid blouse of ciré satin. From Bonwit Teller

Top: Details like black hand-stitching marking out the seams on a butter coloured suède cloth jacket—the suède cloth being one of Creed's odes to spring. The skirt is of black woollen. From Bonwit Teller

Lower right: Whipcord for the jacket of this Creed suit. In butter-beige, made richer by a black suède cloth gilet, lapel lining, and skirt. The peplum kicks into back pleats. Saks-Fifth Avenue, New York, Chicago

SIX ACES IN SUITS



The fulness is pulled to the sides in Creed's knee-length top-coat of orange, brown, and beige tweed. Generous mannish pleats are set in at the back and held in check by a belt that buckles in front; Franklin Simon

Top: The play of gold against black in Creed's suit of soft black worsted. He binds the jacket with gold braid and whips the waist with a kid sash dangling one gold end. Underneath, a gold grosgrain vest; Lord and Taylor

Lower left: Creed cuts the jacket of this suit very short and double-pointed in front. It's of men's suiting in navy-blue, with revers substituted for a collar, and it's worn over a vest of beige printed tie silk; Franklin Simon

DRESSING ON \$1000 A YEAR

BY MARGARET CASE HARRIMAN



MARGARET CASE HARRIMAN

WHEN Mrs. Chase, the Editor of Vogue, asked me to write this piece, I reminded her that I was no authority on fashion, and added that a nationwide interest in what I wore and how much I paid for it seemed improbable to me. That, she said strongly, was just the point. "You are not in the fashion business," she said, "you are a working-girl who earns her own money and dresses inexpensively and well on it." "On part of it," I murmured, thinking of the grocery question and the electric-light bill I mustn't forget to pay.

"Besides," Mrs. Chase went on, "it isn't as though Vogue planned to present the article in a 'cheap' way that might reflect upon you. We wouldn't, for instance, show a picture of you with the caption, 'Look, here is Margaret Harriman in a fifteen-dollar hat.'" By a fifteen-dollar hat she meant a "cheap" hat. "A fifteen-dollar hat!" I shrieked, blanching. "Is *that* what women are considering an inexpensive hat these days? Me, I pay seven-fifty for mine." So I decided to write the article.

Last year I spent under a thousand dollars for clothes, including everything from the pearly epidermis out; and by "under a thousand dollars" I mean around \$750. If a smug, or slightly overbearing, note creeps into this confession here and there, please put it down to the fact that I *do* feel pleased whenever somebody says, "Where did you get that dress? I love it," or "You're looking pretty smart to-day, seems to me"—when I know all the time that the total cost of everything I have on, including dress, hat, shoes, gloves, bag, stockings, and underthings, comes to about \$44.80. Sometimes my friends even become reminiscent, saying, "I like that outfit you had last year, too—the beige suit with the navy shirt and the navy hat, remember?"

Do I remember? Well, I ought to remember that suit. I've had it for over two years, which means that I have worn it two springs and two autumns. It will not come as news to any of you that a good suit is the backbone of any wardrobe, and that you can go wild with your accessories for it, as long as the suit is in plain colour and conservatively cut. You can pay as much as you like for it, too, without throwing your money away. Mine cost about \$95, I think, although it was all so long ago that I've almost forgotten; but, when you divide that sum into two years, it becomes clear that the suit really costs only \$47.50 a year. I expect to get another spring out of it (they tell me that beige is going to be a great colour this spring), which will bring the annual cost down to a fraction over \$31. See?

When I first got the suit, back in '34, I wore the conventional brown accessories with it—hat, blouse, gloves, shoes, and bag; since then I have worn it with accessories in bright green, navy-blue, light blue (not light blue shoes, I need hardly say), and black. Before I had it cleaned and put away in a tar-paper bag last autumn—against the coming spring—I had been wearing it with a dark red flannel shirt (alternating with a bright orange silk-jersey blouse), dark brown hat, shoes, gloves, and bag. The shirts, blouses, and occasional light sweaters cost from \$3.95 to \$7.50; hats, \$7.50 or \$5 (sometimes \$2.95 at one of those crazy



"WHERE DID YOU GET THAT?"

RAWLINGS

cap-counters around town); gloves, \$1; shoes, \$7.50; and bags, from \$2.95 to \$5. Professional ethics forbid my saying exactly where I bought these things, but I guess I can tell you that they all came from my three favourite department stores, located between Thirty-Eighth and Fifty-Ninth Streets, Manhattan.

One thing a woman must do in order to dress inexpensively but well is to stagger her shopping. Not for her those lovely two or three weeks of concentrated fittings, of brooding over mannequins spring and fall while she selects her summer or winter wardrobe. That's all very fine if she can buy twenty dresses at a time, and discard those that get to be Fords once the season is launched. But the woman with little money to spend on clothes is just looking for trouble if she falls for the earliest models. She lays out \$19.75 for a copy of one, and, by the time she has worn it a month, it's over on Broadway—and well-dressed women are wearing something entirely different. For this reason, I beg any of you impoverished beauties who may be listening to me not to buy all your clothes for the season at one time, even if you can afford it. Buy a dress a month, or every six weeks, or whenever you get a cheque that you feel you can blow on something to do your heart good. That way, you will have time to look around you, read *Vogue* (a publication), and the advertisements in the Sunday papers, and be a jump ahead of the style instead of being swallowed up in what turns out later to have been only a fad.



"PUSH-OVERS FOR PEARLS"

The picture that accompanies this article, giving you a view of me wearing a black dress with four strands of pearls at the neck-line, is a pretty good illustration of this point. (I admitted in the beginning that I was no fashion authority, didn't I?) Well, I bought my black dress and four strands of phony pearls last October, when this mode, revived from several years ago, had just sprung full-blown upon New York. My costume was a honey all through October and November, and when the picture was taken (around December first), it was still sufficiently good for the editors of *Vogue* to pass it as okay.

Personally—although I would not argue with the editors of *Vogue*—I had begun to have my doubts about it. All the little girls who waited on me behind the counters of department stores were wearing black dresses with pearls at the neck-line, I noticed; the girl who sold me tickets for a movie at the Paramount Theatre was dressed in black with pearls. (I am not saying that these gals were not mighty pretty and smartly gotten up, but, after all, nobody wants to look like everybody else.) At the present writing—still in December—I feel that I was rather a push-over for the black-with-pearls motif, and I am planning any day now to put away the pearls against another era, and substitute, with my black dress, a wide gold necklace and a gold bracelet to match—good costume jewellery saved from more prosperous days.

The idea of saving good-looking ornaments from clothes you once paid a lot of money for has turned out to be invaluable to me. Recently I bought a white satin evening dress (\$19.75), which had a belt of the

same material fastened by an arrangement of small hoops of some kind of metal (aluminum, I guess it was) and rhinestones linked together. The effect was simple and pretty good, I thought, until, one night when I was dancing around the Iridium Room, the fastening of my belt simply fell apart. Aluminum and rhinestone hoops rolled in all directions, all over the floor, and there I stood, ungirdled. The dressing-room maid patched things up for me well enough to last through the evening; but the next morning I got out my box of buckles, clips, et cetera, saved from expensive dresses and found a ruby-and-rhinestone clasp that once adorned an evening dress I paid \$250 for in 1923; and a wide ruby-and-rhinestone bracelet that I had forgotten all about. You can imagine how they improved my white dress, and—what is more—my belt *stays* fastened now, no matter whither I rhumba.

Most of the accessories that come on inexpensive dresses should be changed right away if you can afford, or if you have saved, something better.

I can just hear you mutterers muttering to yourselves, while I prate of ready-made clothes at \$16.50 and \$19.75, "It's all very well for *her*! Probably she's a perfect size sixteen and can just walk out of a shop in anything that comes to hand." Well, I'm not, and I can't, not always. In the first place, I'm a size *fourteen*, please, and far from perfect. My shoulders are broad, and my hips are not, and, although my height is average, the length of ready-made dresses is almost always wrong for me. The first thing to do in any such quandary, I have found, is to fit your shoulders. Nothing is uglier than a dress that binds your shoulders or that, conversely, droops off them. You can always have the dress taken in at the waist and hips, once you are satisfied about the shoulders.

Department stores, I'm sure, have good, inexpensive dresses for sale, but I am not able to tell you much about that because I almost never buy a dress in a department store. This is not from any conviction against department stores—you can find me almost any day in one of them, grovelling among the accessories, buying hats, shoes, gloves, belts, scarfs, et cetera. When it comes to buying dresses, however, I happen to like wandering up and down Madison Avenue among the "little" shops. You may spend a week wandering until you find the one that has exactly the clothes that you like. Usually you are attracted by something in the window, which, when you go inside to ask about it, turns out to be perfectly terrible and to cost \$40 besides. *But*, my friends, there are usually three or four little numbers at \$16.50 hanging around, which have not been used as window-bait, and so much the better for you. You then become attached to this shop, and, on your next visit, you tell (Continued on page 114)



"THE BELT ON THE BALLROOM FLOOR"



"THEY'D FAINT AT THE PRICE"



It's a beautiful day

CHIRICO'S white horses. Ladies sunning under artificial sun. Halicka panels in a health bar. Milk baths. Treatment rooms like dressing-rooms. Miniature rooms in shadow boxes. Malvina Hoffman's sculptured heads. Your own head looking very well coiffed. These are no Surrealist babblings; they are the first, exciting impressions you receive in Helena Rubinstein's brand-new beauty establishment.

To do justice to every phase of this newest beauty headquarters, you should go there and spend the day . . . literally. And what will happen to you if you do? Generally speaking, you will be beautified practically beyond recognition, with an incredible completeness that misses not one inch of you. Specifically, your day *chez* Helena Rubinstein—with time out for observing the enchanting little rooms, the collection of modern art, the penthouse library—will proceed as follows.

METABOLISM TEST: If you are serious about your weight and diet, you will want this, for metabolism is a scientific means of measuring the exact intake of calories that are right for you, and it is the first time such medical service has ever been available in a beauty establishment. Basal metabolism is taken by a physician when you and your digestive system are completely relaxed, and for this you have to come to the salon minus breakfast and relax completely after you get there. (You see a "metabolism" in process in the photograph on this page.) Whether or not you have the "metabolism," you have a physical examination by the physician, who is always in attendance to determine what reducing or building-up procedure is best for you. Then, your breakfast is brought to you on a little tray.

EXERCISE: You don a play-suit in the little dressing-room that is yours for the day and proceed to the cork-floored exercise-room, where you are given exercises . . . building-up, reducing, corrective, stretching, posture, whatever combination you need most. You get your stretching exercises on the bar that you see in the photograph on the facing page. You toss a huge ball about with abandon. You are even shown tricks, such as how to hoist yourself up gracefully from a sitting position on the floor or the beach.

SANO-THERM TABLE: You proceed to a calm little blue room and relax upon a miraculous blue table, which enfolds you in a gentle, persuasive warmth. This is unlike any other heat-table we have ever seen, because the arched top itself generates infra-red rays, instead of merely holding in the heat that comes from beneath. While you are enveloped in this heavenly warmth, cream is put on your face and pads over your eyes, and you lie in comfort and bliss.



METABOLISM TEST DETERMINES YOUR CALORIC NEED

MASSAGE: When you are relaxed as you have never been before, massage begins, with a current of warmth still continuing under your spine. You are caressed or pommelled according to your need of building-up or reducing, and the skilled hands of the masseuse (each of whom is a trained nurse with hospital experience), hard rubber body brushes, and the new Rubinstein Body Firm Lotion figure in the process. At the end of this hour, you are either asleep or have just decided to stay in there forever, because you are sure you will never be so much at peace again.

SUN CLINIC: Tenderly coated with sun-tan lotion, you find yourself lying on a "sand vat" in a sun-ray room that is in itself a miracle. The ultra-violet lights are up in the ceiling, and the rays are reflected back on you from an aluminum surface. In this way, the rays are distributed with complete evenness over your entire body, and, aside from all the healthful benefits that ultra-violet rays supply, you have an absolutely assured way of acquiring an even, beautiful, and entirely painless coat of tan. Infra-red lamps are also in the sun-room (you see them above the figures in the photograph opposite) to heat the sand and to send penetrating heat into the parts of you that need it most. (Continued on page 116)



ELECTRO-TONIC TREATMENT FOR DEEP-SEATED CIRCULATION



THE SUN SHINES ALL THE TIME AT HELENA RUBINSTEIN'S

Beauty toasts



HOSPITALITY AT THE HEALTH BAR

ANTON BRUEHL



MARGALO GILLMORE: "YOU'RE NOT LETTING ME DOWN?"



ANN WATSON: "JUNGLE-RED—YOU SHOULD HAVE IT ON YOUR TOES."



CHARITA BAUER: "MOTHER, YOU DON'T UNDERSTAND."



BETTY LAWFORD: "AND SHOW ME SOME EXCITING NÉGLIGÉS."

ARLENE FRANCIS: "WHAT DO YOU KNOW ABOUT CLOTHES?"

"THE WOMEN" SHOW THEIR HAND



PHYLLIS POVAH: "I WAS HAVING A FACIAL DOWN-STAIRS."



"OH, ISN'T HE DIVINE?"

THE peculiar thrill in Clare Boothe's new play lies in the fact that the hero is not on stage, but is sitting—perhaps quite near you—in the sixth or seventh row. He is Mr. Stephen Haines, your favourite New York business man, successful, intelligent, kind, good-looking, and hardly more than forty. When the curtain goes up, the clock is turned back two years, and it is clear that an all-feminine cast is going to give Mr. Stephen Haines the most informative hour of his life. He is going to learn most of the things he never quite knew before about a variety of expensive females in his life, including his wife, his daughter, his mistress, his secretary, and two of his cooks.

Any woman can assure the Mr. Haineses of New York that in this comedy they have at last an authentic uncensored report on the complex business of being Mrs. Haines or any other kind of woman. A three-dimensional newsreel with full sound effects and fury. And with brilliant sets designed and executed by Jo Mielziner.

The scenes shown on these pages are scenes which most men never witness. You will find a hospital room wherein the new mother is saying not, "He's the image of you, darling," but, "He's got jaws like a dinosaur." In another scene, one of the girls is chanting "Be brave, be brave" into the ear of the dowager under the permanent-wave machine. And Ilka Chase, who carries off the comedy honours, sums it all up as she squirms on the mat in the exercise-room: "And to think that men at dinner-parties ask me, 'And what do you *do* all day, Mrs. Fowler?'"

The rôle of the first Mrs. Stephen Haines, good wife and mother of two, is ably played by Margalo Gillmore. A few minutes after she has discovered that her life is shattered, it is necessary for her to give notice to her cook and then to deal gently with a charming daughter (played by Charita Bauer) who has been naughty and can confide in nobody except Mother. That, too, is all part of the *Woman Business*. "But Mummy, but Mummy," says the little girl, "I don't *want* to be a little girl."



ILKA CHASE TO AUDREY CHRISTIE: "TAKE THAT, AND THAT . . ."



ILKA CHASE: "I TELL MY PSYCHOANALYST EVERYTHING."



MRS. THEODORE ROOSEVELT, JUNIOR, the author of these needle witticisms, is enlivening the genteel old art with new gaiety and humour. She designed these pictures herself, using a needle for a brush, and anything from orthodox needle-point mesh to cloth of gold salvaged from an old evening dress for her canvas. Above are "The Monkeys," and "Bagheera and Kaa," the latter caricaturing the panther and python of one of the Jouve illustrations in *The Jungle Book*. Below is the prize-winning "Fish God," and opposite, the satiric "Recognition of U.S.S.R.," and a fire-screen with the reclaimed evening dress for a background. On page 111, Mrs. Roosevelt writes of her hobby.



NEEDLE WITTICISMS





7584



7581



Graystrom

FIRST PRINTS

LEFT: Two new spring designs and, to make them, two new printed silks, patterned by Schiaparelli—one with escutcheons, the other with autographed movie film. Silks; Lord and Taylor

Ensemble No. 7584 is a dress and cape trimmed with the "Escutcheon" silk. Designed for sizes 12 to 20; 30 to 40

Frock No. 7581 is a versatile and "Easy-to-Make" dress—a clever setting for the gay silk, "Film de Mode." Designed for sizes 12 to 20; 30 to 42

RIGHT: Three new evening frocks and, with them, three new floral silks designed by Marshall Field. These materials are at Lord and Taylor

Frock No. 477 pulls the fulness into back panels. Make it of printed chiffon. Designed for sizes 12 to 20; 30 to 38

Frock No. S-3941: Brightly patterned crêpe makes the slip of this dress. Designed for sizes 12 to 20; 30 to 38

Frock No. 474 has a filmy redingote over the sheath of printed chiffon. Designed for sizes 12 to 20; 30 to 44

Back views are shown on page 108







EYE-CATCHERS

Out of Schiaparelli's fertile mind, these to rivet your attention, catch your eye:

1. The purple of Schiaparelli's suit, and the hoop of a handle on her patent leather bag

2. The leaning tower of grosgrain that topples into a hat; the ruby velvet jacket soft and shirred and clipped in metal

3. The tobacco-pouch pockets and crab buttons she puts on a suit in pink (mind you!)

4. The soft mustard-beige of a new woolen jacket, thrice-gored in the back

5. The gold and paillettes that Schiaparelli makes into a tight little breastplate for her crêpe sheath; her busby of black ostrich feathers; and lamé pyramid bag swinging at least a yard below those foolish velvet mitts

6. The stitched arabesques backing a navy-blue bengaline suit; and a chechia, not of felt, but of ostrich feathers!

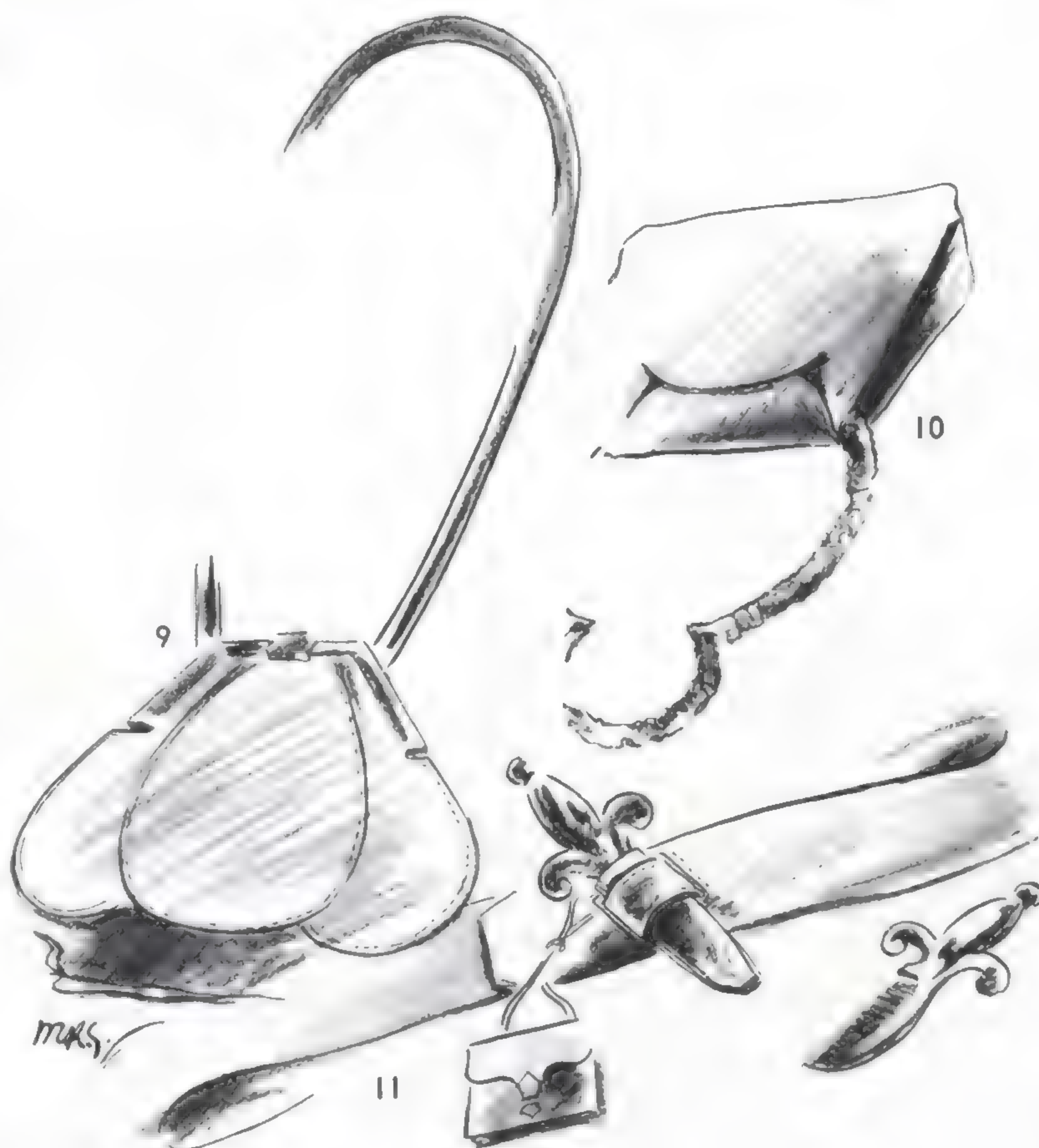
7. The rust, navy-blue, and oyster-white tweed of the plaid coat and, for keen eyes, the cartridge tucks back and front

8. The red-brown corduroy—one of Schiaparelli's pet fabrics—that she uses for a jacket, over a brown, blue, and grey plaid skirt

9. The tortoise-shell hoop that swings up over the shoulder to carry the courier's pouch bag of soft black antelope

10. The black plastique arabesque handle on Schiaparelli's bag of ruby-red velvet

11. The Montague dagger that she jabs into a pigskin belt and that, unsheathed, is a comb; the purse that dangles from the same belt



Tips from Eleanor Tennant
the expert behind the rackets of
Alice Marble, Frances Farmer
Lily Damita, and half of Hollywood



MOST tennis clothes aren't built to stand the gaff of a sizzling back-hand shot or a terrific lob. They part company and leave you, out in the glare of the court, to the unsporting gaucherie of tucking in your shirt, pulling up your shorts. But there are clothes designed with an eye to the exigencies of championship play. Some are shown on these pages; all follow these rules:

First, tennis clothes should be made of fabrics that launder easily and well. They go into the tub too often to permit materials that get sleazy after a dozen washings.

Next, they should be white or off-white. Not only because it's classic, but because it looks best on the courts. (One notable exception is the pale blue flannel shorts and white jersey shirt, banded in blue, Izod designed for the English star, Miss Kay Stammers.)

Remember that shirts stand or fall on the length of their tails, the looseness of their sleeves, and whether or not they have action backs. An ample shirt-tail keeps a shirt in place, and you can't send over a withering serve if the cut of your shirt won't give you the freedom.

Remember, too, that too short shorts are out, definitely! The Bermuda length—two or three inches above the knee—is new and becoming. So is the slightly shorter length worn by Alice Marble, champion of America.

Shorts must also have tight, wide waistbands to hold a shirt down. Unless the shorts are made with an inverted pleat, they should be creased like a man's trousers.

For hard court tennis, pick sneakers like these, left. They're laced to the toe like basket-ball sneakers and have the same thick rubber soles, the same stalwartness.

Above are the Bermuda-length shorts, worn by Frances Farmer. They're one-piece and made of piqué (Best and I. Magnin, California, have them).

Opposite: Coach Eleanor Tennant in proficient shirt and shorts, both in natural colour. The shirt's linen mesh; the shorts are of Airspun, a new weave with the look and the coolness of shantung. Champion Alice Marble wears zipped-up shorts of whip-serge alpaca and a porous acetate shirt belted in under a wide band of webbing. All models from Saks-Fifth Avenue, New York, Chicago.

Far right: The ebullient Damita in a one-piece play-suit of soft, pliable acetate from Lord and Taylor.

BACHRACH



THE BEST OF FOOTWORK



EUROPEAN



ELEANOR TENNANT AND ALICE MARBLE



ALICE MARBLE, LILY DAMITA, AND ELEANOR TENNANT



Since God knows when, this ancient tribe of Tzutuhil Indians has lived in the highlands of Guatemala—Indians whose sharp cheekbones and slanted Mongolian eyes betray the blood of the vanished Mayans. Their village, Santiago de Atitlán, is one of twelve (each renamed by the missionaries after an Apostle) which circle the bluest body of water in the world—Lake Atitlán.

The men are never home—six days a week, they're off carting bananas to the seacoast—but lack of male admiration doesn't discourage the women. Early every morning, they put on their gayest tribal finery just to run down to the lake to fetch water. Apparently, some women, somewhere, don't dress for men.

The best-dressed and handsomest natives in Guatemala—these women. They're not very finicky about fit and tailoring, but they do have an eye for colour. On their copper heads, to support teetering mammoth urns, they wear their own version of a pie-pan hat, a red-and-yellow disk that stays on without elastic. Their vegetable-dyed skirts and shawls are a feast for the eyes. And their beads made the Spanish conquistadors come a long way.

You come upon this tribe a few hours' climb from luxurious Guatemala City, and it's only one of the curiosities of that strange Central American republic from where Mayan monoliths and marimba bands stem; where white orchids grow thick as dandelions; where feast-days happen almost every other day; where mountains and lakes look down on jungles; where the third century is a stone's throw from the twentieth; where the climate, they say, belittles that of Eden.

VILLAGE



HELENE FISCHER

WITHOUT MEN



HORST

This dress of red-and-white dotted crêpe pretends to be two-piece, but the overblouse, in blue-and-white, is only in front. A Carolyn Modes model; Arnold Constable. Red Milan Breton; Ferlé Heller

Opposite: There'll be dozens of times you'll wear this on your cruise—a dress and jacket of peacock-green crêpe, stamped with torn white paper; Jane Engel. Dobbs' white ribbed toyo

The second dress opposite you can wear now under a black fur coat. It's of black crêpe, sprinkled irregularly with tiny white petals, a narrow ruching at the neck. Meteor straw toque; Altman

IMPRINT OF SPRING

AS soon as the season rounds the first of the year, you want to disavow winter with some salute to spring. But be careful. Don't be too hasty, don't rush the season too quickly. January is still midwinter, and, if you begin living in printed dresses while the snow is still thick on the ground, you'll be bored with them when spring arrives.

If you're going South on a cruise, that's another story. You'll want, of course, to take along several printed dresses, and you can be as gay and colourful as you like about the motif. At the lower left is a paragon among cruise clothes. It's a dress for Havana, the California cities that have no winter, or almost any ports wherever you stop. And the very youthful dress on the opposite page is another for sunny wanderings, a dress that you'll be able to wear in the North a little later under an untrimmed navy-blue coat.

But if you're spending most of the winter in a Northern city, avoid any printed dress that is too boldly botanical or variegated in colour. And, above all, avoid wearing a printed dress unless your coat is full length. Nothing looks more inconsistent than a printed silk dress showing beneath a short fur coat. Black is still the classic for town and, pointed up with a contrasting colour, makes an effective compromise with the season. As an example of this, see the dress directly below. It's of black crêpe, lightly sprinkled with white petals, not regularly, but in clusters that thin out into sparse dots. With the double pleated ruching around the neck, it hints of spring, yet retains enough of the black to be appropriate even in zero weather and snow flurries.





Patent leather is back with a bang for early spring. Its slick shining surface is suddenly the most effective tonic you'll find for winter-jaded clothes. Try shoes of it, like these above. The first one for afternoon (top) mounts via a new swallow-tail tongue; Frank Brothers. The second is one of Palter DeLiso's premier achievements. Its toe is open, but not so wide as last year—for it only discloses your tinted tiptoe; Bonwit Teller.

Try a bag of patent leather. Its inky glossiness against the mat black of a Persian lamb coat is fresh as arbutus. This one is squared and pouchy, and bolts shut with a leather latch. From Hattie Carnegie.

Point up all this sleekness with Aris gloves of black suède Kasanova, with hand-stitching; Lord and Taylor

*C*oloured kid crops up incessantly, in marvellous shades, such as a vibrant navy-blue quite different from its sombre parent, and a strange dark carnelian-red. The first shoe below is in the strong blue. Laird Schober made it, divertingly pinking the high-climbing instep.

As a travelling companion to the shoe, there's that slender-handled pouch bag, in the same blue; Altman.

Below it, hand-stitched pull-ons of a slightly glacé leather, KinKid, out of the same dye pot; Lord and Taylor.

The second shoe is carnelian-red kid from I. Miller. With it, a scroll bag of dark red cloth with mile-high letters to head-line your initials in blue; Jay-Thorpe. And "Wear-Right" suède gloves—best in soft beige when they're worn with the red bag and shoes. From McCutcheon





Classic opera pumps are being revived with bravos from every one. At the top is a La Valle opera pump for afternoon, of svelte black suède with a straight-back heel; Saks-Fifth Avenue, New York and Chicago. In the same genre is the squashy pouch bag of black antelope with a top that fits down over the bag like a cap; Hattie Carnegie.

The twelve-button length doeskin gloves by Guibert Frères are classics, too, but precisely the right length to wear with the new short sleeves. Hand-sewed, besides.

The second pump is of light brown calf, leather heeled. It has the ruggedness requisite for tweed; Frank Brothers.

The Koret bag just above it is also in brown calf; De Pinna. So are those short yellow Calfalav gloves: hand-sewed, very, very soft, and dead right with tweeds. From Best

Natural Bucko's fine, deep-toned beige colour is a shade making its mark for spring sports wear. Here it's used for a high-vamped, buckled walking shoe—unbeatable for the first spring days when Wanderlust overcomes you. Saks-Fifth Avenue, New York, Chicago.

Next are two ways of seeing that your necessities get around with you: the first, a Lewis bag with a square, firm foundation, is of brown saddle-stitched calf without, leather within. From Bonwit Teller. The second, a very dark red calf bag, is finely hand-stitched even up and down the double handle. From Bonwit Teller.

The same natural beige of the shoes is echoed in the Kislav gloves of natural doeskin, beautifully stitched and with a little kick-pleat at the outer edge. From Best





A MODIGLIANI PORTRAIT IS GIVEN ITS FULL BRILLIANCE IN THIS LIVING-ROOM BY DIANE TATE AND MARIAN HALL



IN THE SAME ROOM, MATISSE FLOWERS AND TORTOISE-SHELL GLASS ACCENTS ON THE MODERN EMPIRE MANTELPIECE.

NYHOLM

PAINTINGS AND DÉCOR



MATISSE AND REDON ARE THE NUCLEUS OF THIS WHITE DINING-ROOM BY MCMILLEN

AMONG the many excesses of decoration that have been dropped overboard in the past few years, is the idea that pictures are out. This notion may have sprung from the discovery that most of the paintings we had inherited were only a species of hand-painting after all, and that was just as well. Now, however, with our aroused interest in painters of the present day (and this seems to include the best of the past forty years), there is a great movement toward making these paintings a part of our lives and, incidentally, of our rooms. Decorators have been busily denying a ban on pictures. They have developed a score of interiors in subtle collaboration with such paintings as their clients may have collected. And they have even been known to restrain their own ideas of colour (and costs) to create the right, unobtrusive setting for one really fine painting.

It isn't easy to define the difference between a room in which pictures maintain their real importance without blatant domination and the other extreme—the room that is “done around” a painting. The theory that any good painting or lithograph or drawing is right in any room is true enough, and you will find little sympathy among painters if you go about trying to find a flower-piece to match your bedroom curtains. But there are ingenious ways to use colour and accents that will make the perfect background for pictures without any slavish matching-up.

As long as twenty years ago, the late Mrs. John Alden Carpenter created rooms of great decorative vitality. With a lavish hand, she assembled vivid colour, superb old furniture, and the paintings of Henri Rousseau. Her interiors carefully avoided any direct reference to the paintings themselves, and yet the final effect was one of complete coordination. Now, with an established modern school of decoration, it is a little less hard to achieve this effect, although the resulting room will be rather different to the eye. On the whole, it is obvious that a darkish picture is better against a light background, and the other way around; and that the surrounding colour should be subdued rather than heightened. But no generality of this sort can be taken too seriously. In the end, the paintings themselves will dominate the room, however subtly.

The Decorators' Picture Gallery, directed by Mrs. Ward Cheney and Mrs. Artemus Gates, is the first gallery to show this relation between paintings and decoration, and of a series of rooms, two are shown on these pages. In each of these interiors, the paintings predominate, although the surrounding colours and accessories are planned to have their own importance. In a white oval dining-room by McMillen (shown above), paintings by Matisse and Redon are hung in shallow mirrored niches against opposing walls. Even with its scarlet-and-yellow striped curtains, scarlet-and-gilt chairs, and baroque-shaped yellow carpet, the room has its most important notes of colour in the paintings. The living-room by Diane Tate and Marian Hall (two views of it are shown opposite) combines white in the carpet and curtains with a dusty orange for the wall colour, and adds accents of tortoise-shell in the mantelpiece and cornice and small lacquered tables. In this room, the portrait by Modigliani (Continued on page 110)

OF THE FORTNIGHT

VOGUE'S FINDS



For early spring, you plead for a suit with a future, yet one so thin and light that it will fit under a winter coat without a wrinkle. Here, in two tones of soft wool, is one of those forward-looking suits, held snug to the waist by a single button, and neatly straight through the skirt; about \$59.50

Twill is a pre-War fabric that is coming back with great success. Here, a beautiful Forstmann twill is softly tailored in a dressmaker suit. Horizontal slit pockets are piped in a contrasting crêpe, with the colour picked up by a scarf at the throat. In navy-blue or black with gold; about \$49.50



SUITS FOR NOW AND LATER

Take off the bolero, and you have a blouse and skirt that looks for all the world like a one-piece dress. The blouse is high-necked, short-sleeved, and of the same fine Botany worsted as the suit. Black and navy-blue; about \$45

Small checks to pay big dividends—this single-buttoned jacket of an imported checked wool; semifitted above the flared black skirt; about \$65

Velvet bindings define the high lapels and flap pockets of this suit, and emphasize the high-waisted lines of the jacket. Made of a soft, but crisp Juilliard twill, and buttons down the centre above the straight skirt; about \$49.50

SHOP-HOUND'S

SHORT WINTER TALES



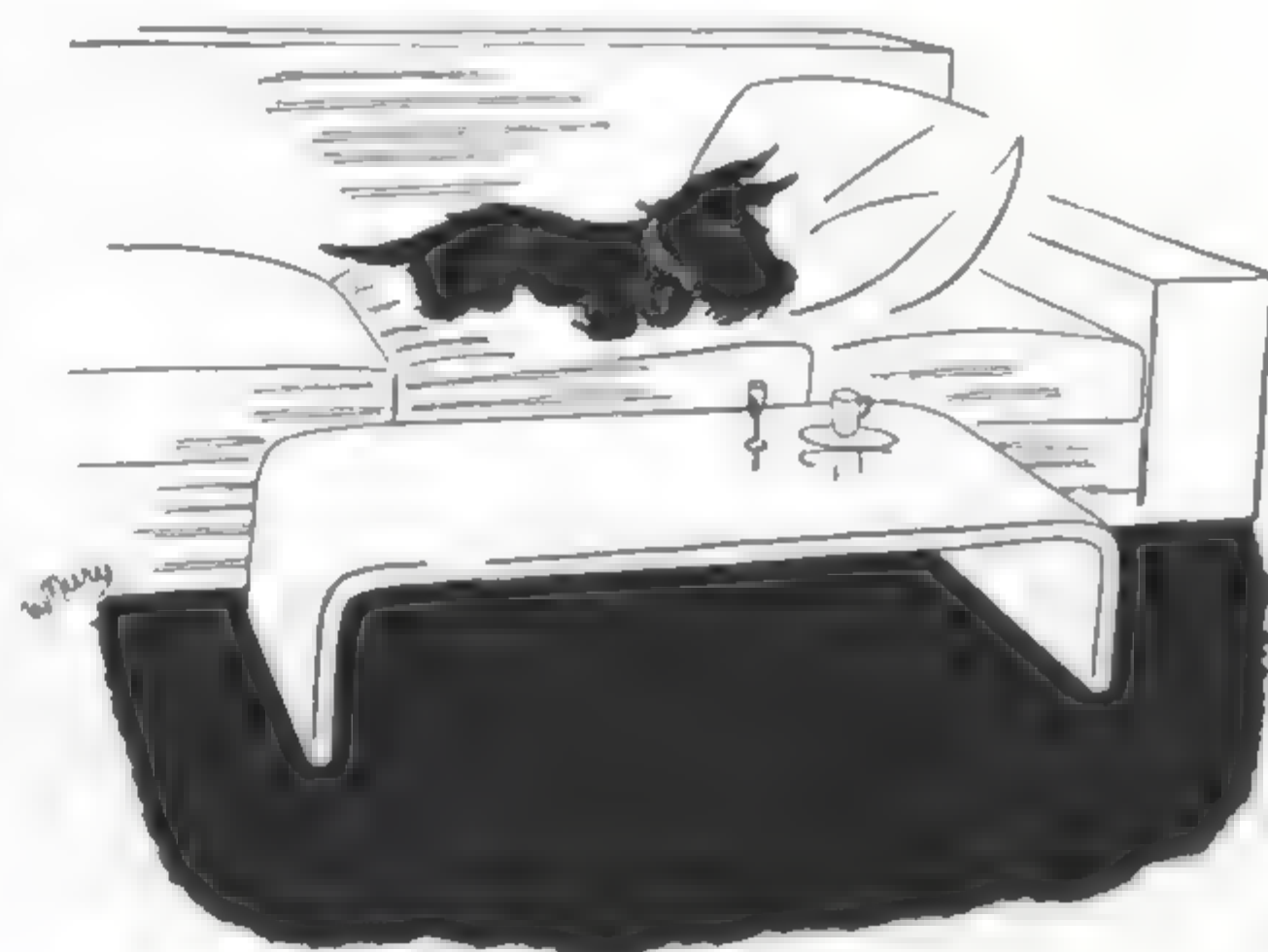
THERE'S nothing like the Ruby Ross Wood coffee-table to pull the home—or a party—together. It costs about \$275, but any one could start housekeeping without much else. Forty-six inches square, and low—low as a divan seat; in antique walnut, with a black marble top. You can order it smaller or narrower, at proportionately less cost, but it is ultimate perfection as described. It's an exact copy of a French antique. And what do you suppose a less gregarious generation used it for? As a stand for bird-cages. Ruby Ross Wood, 20 East Fifty-Seventh Street, is the well-known decorator who collects most unusual antiques and uses them in modern settings in a very distinguished way.

HAVE you heard of "Maportran"? This is your ancestral portraiture on maps—seventeenth-century style. Dig into the family archives and hand over any cold hard facts about Pilgrims, Crusaders, or Pirates. They'll come back to you in colourful picture form. Your coat of arms can be incorporated on this map; and cherubs and sea-monsters are thrown in. These maps are hand-painted and make very fine heirlooms. The original, with two extra copies, costs about \$250. Edith Tunnell, designer of "Maportran," is at 76 Caryl Avenue, Yonkers, New York.



THINK nothing of it; just settle down to covering the living-room sofas in needle-point. It's being done between sips of a cocktail and puffs at a cigarette. Lucie Newman, 683 Madison Avenue, specializes in needle-point without a hint of the antimacassar era. She ransacks the museums and art galleries of Europe for rare and distinguished designs. You can count on this shop to give a Sheraton pattern for a Sheraton chair; a Chippendale for a Chippendale. There's nothing flub-dub about their approach. Speaking of the hearth and home, you might write down to the Corner Bookstore, Camden, South Carolina, for fire kindlings, pungent as Southern pines. A five-pound package of Carolina kindling wood costs about \$1.50; about \$2, packed in hand-made split oak baskets. A bushel of long-leaf pine-cones costs about \$1.25; shipped prepaid.

SHOP-HOUND, am sleeping peacefully because I have found this little coffee-table, which is just right for a modern apartment and which costs less than \$15 in white lacquer—or in any colour of lacquer that you prefer. It costs a little more in walnut, and I like it best in lacquer, anyway. I found it at Modernage, 162 East Thirty-Third Street, a house that specializes in modern decoration and modern furniture designs. If you haven't the courage to go modern in one fell swoop, Modernage will draw a coloured floor-plan and elevation so that you can see exactly how it is going to come out. And they'll design built-in furniture to fit any space. (Continued on page 106)



Campbell's Soups are condensed
to give you double value



You want the best food for your family and for yourself. At today's prices, the best quality and your pocket-book may not agree on everything. But they will when it comes to good home-quality soups—Campbell's Soups.

With Campbell's Soups you get outstanding quality all the way through. Vegetables fresh-picked from the garden spots of the country and sent speedily to Campbell's kitchens. Beef, chicken and other ingredients, called for in our recipes, are always the finest, regardless of cost.

Add to these, our painstaking care in preparation... the skill of expert soup chefs, using recipes that have been improved through 38 years.

These you get in Campbell's Soups... and more! For Campbell's Soups are *condensed*. They are double-rich, double-strength. Each can makes double the quantity of full-flavored, home-quality soup, just by adding to each can of soup a full can of water, *in your own kitchen*. Being condensed, Campbell's Soups come in convenient size cans that cost less to make, less to deliver to you. For you don't have to pay for water.

There is no way known to make better soups than Campbell's — no finer recipes, ingredients, methods of making. There is nothing that will ever change this high quality—we promise you that! And, being condensed, Campbell's Soups are most reasonably priced.

Campbell's SOUPS



P R E S E N T I N G

the newest
MODERN WAY
 to recolor
 hair exactly



BANISHES and RECONDITIONS GRAY-FADED LIFELESS HAIR—in one quick treatment

DISCOVER the hidden beauty of youth in your hair with EUTH-OL! Be you 25 . . . or 55, faded, dull, lifeless hair becomes Colorful . . . Lifelike . . . Vibrant . . . in one simple application! Antiquated dyes and temporary shampoo colorings are as passé as yesterday . . . EUTH-OL as modern as tomorrow.

EUTH-OL not only recolors the hair to its natural-looking beauty; but reconditions it as well! Give your hair the glistening highlights . . . The sheer luster . . . The silken softness of youth! Make your permanent more attractive!! Don't wait. Ask your hairdresser to EUTH-OL your hair today . . . and it will be at its beautiful best tonight!

FREE ILLUSTRATED BOOKLET. WRITE EUTH-OL, Dept. V., 151 West 46th Street, New York City

KEEP YOUR HAIR LOOKING YOUNG

EUTH-OL

HARMLESS TO THE HAIR

TINTS • YOUTHIFIES • RECONDITIONS

DISCOVERIES IN BEAUTY



ANDERSEN

Dorothy Gray's new perfume, aptly named "Elation," in a fluted glass bottle of jewel-like beauty

BADMINTON is one of those pursuits that, once adopted, you can't leave alone. And if you spent half of last summer joyfully batting a bird about on the lawn or a roof and haven't yet located a good indoor spot, we have discovered one for you. Teddy Rericha, who fired so many people with Badminton enthusiasm on the Hudnut roof, has gone into winter quarters at the Armory on the corner of Park Avenue and Thirty-Fourth Street. He calls his gymnasium the Park Avenue Tennis School, and there aren't any formalities of membership. You can just go and play tennis or Badminton by the hour or take lessons in either. One nice feature of this place, to our minds, is that there are only two courts, and you usually have the place to yourselves, without the distraction of other players and straying balls and birds. The other good feature is Mr. Rericha himself, who not only gives you a stiff game if you want it (his tennis and Badminton are of champion calibre), but is also the kind of instructor who manages to teach you a lot in a short time despite your strictly amateur standing. You can play with or without instruction any time between eight o'clock in the morning and eight at night, which is a convenience for enthusiasts who have to keep office hours. If you are going on a cruise, this is also a good place to brush up on deck tennis, so you will be in line for winning the ship's tournament.

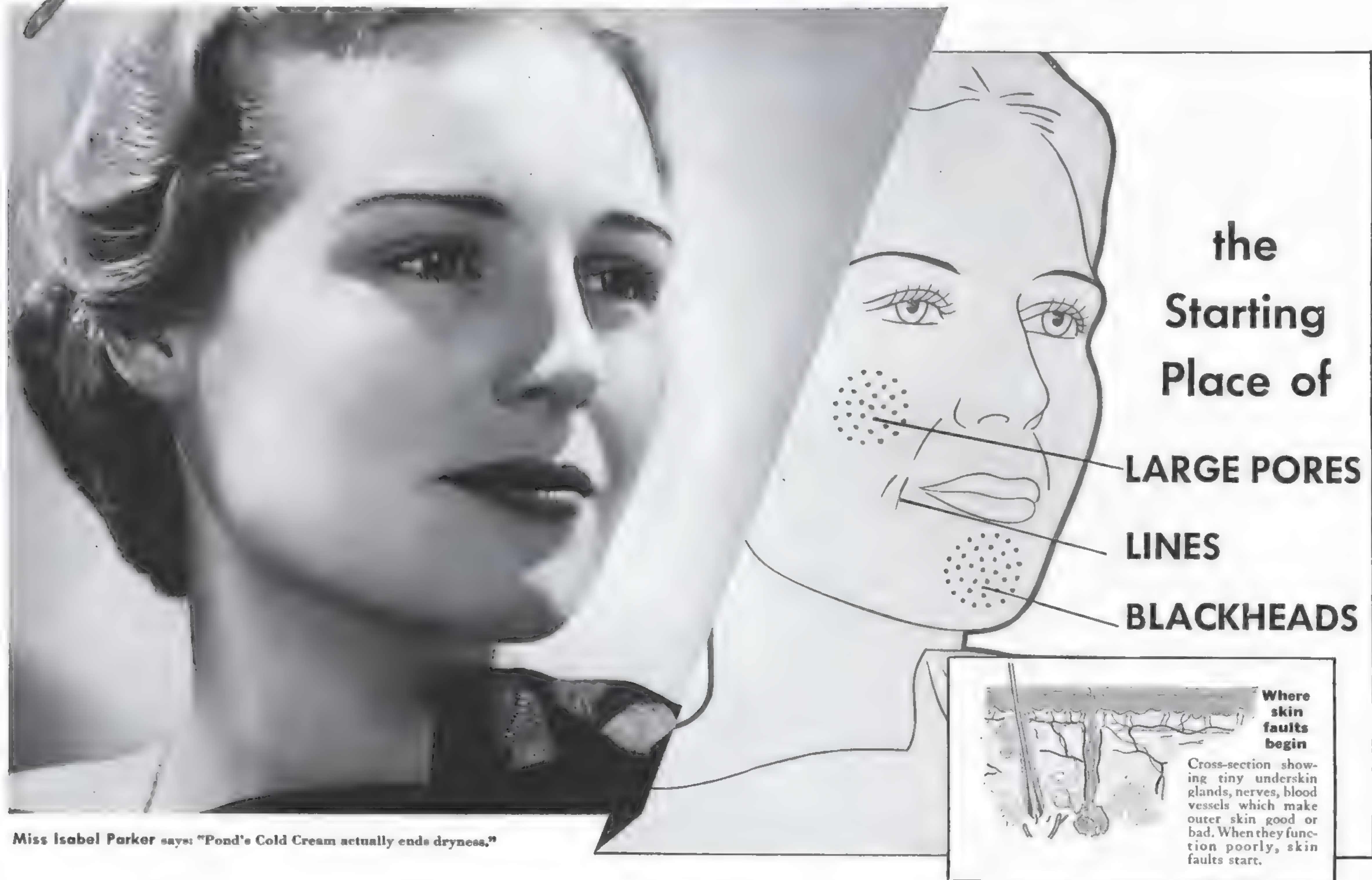
With skiing now in its heyday, if you aren't careful you'll find yourself coming back from a glorious, healthy weekend looking like a weather-beaten old sailor instead of having the attractive outdoor glow you hoped for. After all, your skin should really rate at least as much attention as your skis. For this special kind of attention, Antoine has created a new Ski Cream, which is a perfect safeguard against the (Continued on page 104)



RAWLINGS

"Blue Cloud," a flower-laden fragrance from France, in a lovely flacon; at Bloomingdale's in New York

Get at that Faulty Under Skin



Miss Isabel Parker says: "Pond's Cold Cream actually ends dryness."

And here's the rousing treatment that keeps it vigorous . . .

HORRID skin faults are usually *underskin* faults. Blackheads come when tiny oil glands *underneath* are overworked. They give off a thick, clogging oil. Next thing you know, your pores are looking larger.

Lines around your eyes, mouth are just your outer skin *crinkling*, because your *underskin* is getting soft and flabby.

But you can stop those cloggings! Bring fresh life to that faulty underskin—

Twice a day invigorate your underskin with a rousing Pond's deep-skin treatment.

More than cleansing—this way

Pond's Cold Cream contains specially processed oils which go way down deep into your pores. Right away it softens dirt . . . Floats it out . . . and with it the clogging matter from the skin itself. You wipe it all off. Right away your skin *feels* fresher—*looks* brighter.

Now a second application of that same freshening cold cream! You pat it in smartly.



Miss Mary Augusta Biddle

of the distinguished Philadelphia family, says: "Every time I use Pond's Cold Cream, I know my skin is going to look lovelier. Since using it, I haven't had a single blackhead, and my pores seem smaller all the time."

Feel the circulation stir. This way little glands and cells awaken. Fibres are strengthened. Your *underskin* is toned, quickened.

In a short time, your skin is better every way! Color livelier. Pores smaller. Lines softened. And those mean little blackheads and blemishes begin to show up less and less.

Get a jar of Pond's Cold Cream today. Begin the simple treatments described

below. In two weeks see your skin growing lovelier—end all that worrying about ugly little skin faults.

Remember this treatment

Every night, cleanse with Pond's Cold Cream. As it brings out the dirt, stale make-up, and skin secretions—wipe it all off. Now pat in more cream—*briskly*. Rouse that failing underskin! Set it to work again—for that clear, smooth, line-free skin you want.

Every morning, and during the day, repeat this treatment with Pond's Cold Cream. Your skin comes softer every time. Feels better, looks better, and powder goes on beautifully.

Keep up these Pond's patting treatments. As blackheads soften, take a clean tissue and press them out. Now blemishes will stop coming. And the very places where pores showed largest will be finer textured.

Send for SPECIAL 9-TREATMENT TUBE and 3 other Pond's Beauty Aids

POND'S, Dept. 1: -CA, Clinton, Conn. Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____

Street _____

City _____ State _____

Copyright, 1936, Pond's Extract Company

GERMAN ART

By Helen Appleton Read

TO the majority of Americans, the three Romantic paintings on pages 62 and 63 of this issue are out of an almost unknown, undiscovered territory—German art. Because it is such an unpenetrated terrain, the exhibition of German paintings and drawings that is being shown during the current season in American Museums (and that includes the three *Romantische Damen* paintings) is especially interesting. With this exhibition, under the auspices of the Carl Schurz Foundation and Oberlaender Trust, America will see for the first time a comprehensive survey of German art from the fifteenth to the twentieth centuries.

Ask the average well-informed American what German art connotes to him, and he will probably say: "Dürer's 'Prophets' and the 'Melancholia,' Holbein's portraits, the Cologne Cathedral, and Böcklin's 'Isle of the Dead.'" And how many visitors to the Dresden Gallery, who spend a respectful ten minutes before the Sistine Madonna, will give a scant two to the marvellous early Cranachs? How many will cross the street to the Nineteenth-Century Gallery to see the matchless collection of German Romantics, or, for that matter, how many even know of its existence? In Berlin, how many, after having found their way to the Manets and Renoirs in The National Gallery, will climb to the top floor to see the Caspar David Friedrichs and the Kerstings, or discover the Menzels and the Feurbachs in the mazes of the first floor?

DOUBLE STANDARD

It so happens that the whirligig of taste in one of its unaccountable gyrations has decreed that subject-matter and emotional content are no longer the bugaboos they were when the standard of art for art's sake reigned supreme. The emotional content of Van Gogh's paintings and the fantasies of the Surrealists have helped to establish a double standard of aesthetics that must be accepted if German art is to be enjoyed. German painting is seldom pure painting as the French and Italians understand and practise it. German artists are poets, mystics, philosophers, and even scientists, and painting is the medium they happen to use for expressing their ideas. The German artist presents his personal experiences, giving free reign to his poetic imaginings or mystic reactions to Nature. His compositions are frequently confused and are seldom disciplined and ingratiating, as are those of artists who exemplify the classic ideal. Paradoxically enough, the qualities that give German painting its special interest are those which have disqualified it from international acclaim—with the exception, needless to say, of the big four of the sixteenth century, Dürer, Holbein, Grünewald, and Cranach.

Although the fifteenth, sixteenth, and seventeenth centuries, as represented in the German exhibition, introduce names that are not listed in English histories of art, it is the nineteenth century that provides the greatest number of surprises. The exhibition gives

special emphasis to the nineteenth-century Romantic School, not only because it is scarcely known outside of Germany, but also because it developed a special brand of Romanticism not paralleled elsewhere. To-day, Romanticism is a term applied indiscriminately and inaccurately to pictures, clothes, personalities, and attitudes. It is consequently interesting to examine, through the medium of art, what Romanticism connoted in a country at a time when it stood for a definite philosophy of life.

THE HEART RULES

German Romanticism is not a style, but a point of view. It developed in opposition to the dominance of foreign standards. The romanticists placed feeling above reason. They also demanded that art should be felt as a religious experience and that it should have its roots in a native tradition. To them, everything regarded as essential to the romantic spirit—individualism, mysticism, the intermingling of the arts, and a nostalgic yearning for the past and far away—is an integral aspect of German Romantic painting. They rediscovered the landscape and used it to express a mystic feeling for Nature—at the same time giving a meticulous rendering of visual reality. Caspar David Friedrich, the greatest figure of the Romantic movement, endeavoured to inspire and to express a feeling of mystic nationalism in his landscapes. Gothic ruins, twisted oak-trees, the Northern Lights, and the rainbow were signs and symbols through which he hoped to bring about a renewal of the German spirit.

Romanticism, however—as it is represented in the exhibition of German Art—, has other less transcendental, although equally authentic expressions. There is Georg Friedrich Kersting, for example, whose idyllic genre themes are permeated with the Romantic spirit. And there is Maurice Von Schwind, who revived the old folk-songs and fairy-tales in the painted poems that are his pictures.

The exhibition also includes representatives of that curious paradoxical group, the Romantic-Classicists, who represent a phenomena that occurs throughout the history of German art. German artists have at all times evinced a romantic nostalgia for the classic ideal. It has seldom been a rigid adaptation of the classic formula, but rather a longing to recapture a forgotten world of beauty. As such, it has had little to do with the formal clarity of true classicism. In the exhibition, artists who have given a subjective interpretation of classicism are the architect-painter, Karl Friedrich Schinkel, who found inspiration in Greek temples as well as in Gothic cathedrals; Arnold Böcklin, who painted romantic symbolic illustrations for his own Nordic version of the world of classic myth and legend, and Anselm Feurbach, whose classicism was very largely identified with his favourite model, Nanna. To him, this Roman girl with a Grecian profile and heroic bearing personified the classic ideal.



Mangone's
TAILORED
SUITS

ON DISPLAY AT I. MAGNIN & CO. IN CALIFORNIA

AND SEATTLE. ALSO IN QUALITY STORES EVERYWHERE

PHILIP MANGONE CO. INC., 500 SEVENTH AVENUE, NEW YORK

★ STARRING IN

★ *Style* ★

Standing out prominently and proudly among the new cars—*starring in style*—is Chevrolet for 1937. It proves, once and for all, that beauty in a car depends on *design* rather than on dollars, and that true distinction springs from *car-personality* rather than from price. Outstandingly beautiful, this new Chevrolet is also outstandingly fleet and spirited, and, of course, outstandingly thrifty. It is *the complete car, completely new*, and it is causing a complete revision in the buying habits of many families that formerly paid much more money for their motor cars.

CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN

CHEVROLET



THE COMPLETE CAR • COMPLETELY NEW

GO SOUTH WITH ARNOLD
AUTHENTICS, where WHITE
IS RIGHT, right now

ARNOLDHURST

ARNOLDAIRE



WHEREVER you go to escape from Winter, you'll want white shoes like these. Arnold Authentics really *are* white and they give you a choice of styles that you can wear with equal assurance afloat or ashore. Their comfort, thanks to the inimitable Arnold Glove Grip construction, is unparalleled in sport shoes . . . or in any others, for that matter.

M. N. ARNOLD SHOE COMPANY, SOUTH WEYMOUTH, MASS.

ARNOLD
Authentics

DISCOVERIES IN BEAUTY



ANDERSEN

Bienaimé's gay trio—"La Vie en Fleurs," "Eveil," and "Vermeil"—a versatile perfume supply in itself

(Continued from page 100) elements—it has a silky texture, is delicately scented, and seems to be readily absorbed into the skin forming a fine powder base. There is also a ski lipstick to keep your lips soft, as well as healthy-looking in colour, which skiers hail as a stroke of genius.

Further protection from the elements for the skiing fraternity is offered in Lucretia Allen's new Ski Lotion. This is a particularly satisfactory lotion because when you put it on as a protection, it immediately sinks into the skin, and you can put whatever make-up you indulge in for the great outdoors over it. Or, if you have neglected prevention and already acquired a chapped skin, the lotion softens it immediately. This Ski Lotion comes in a square crystal bottle tied with the same little bow that Lucretia Allen ties around her perfume bottles, and you will find it at Bonwit Teller. Also at Bonwit Teller, and exclusive with them, is some new soap in huge, handsome green cakes, scented with—of all things!—mint. It is exceedingly pleasant after you get over the startled first feeling that you ought to eat it, and men like it especially, doubtless picturing mint juleps as they lave.

Nothing can so instantly lift us from the depths of a black mood and make us tingle with delight as a steaming, scented tub. Consequently, the discovery of an excellent new bath oil is a major event in our lives—and it was particularly a red-letter day when we found Weil's new Bamboo Bath Oil—it has a brisk, yet luxuriant odour and helps to soften your skin as well as the water. The amusing little hour-glass bottles in which it comes are topped by ivory balls and have shaker tops and are a joy in themselves. Full of tricks, this bath oil has another endearing accomplishment—a drop on a lighted bulb will instantly clear and freshen a smoke-laden atmosphere. (Continued on page 108)



De Raymond's fresh-smelling toilet-waters, "Mimzy" and "Pinx," exhilarating scents in new bottles

hands

She has personality, you say, to the tips of her fingers. There's intelligence in every gesture that she makes. There's charm in every movement of those exquisite hands.

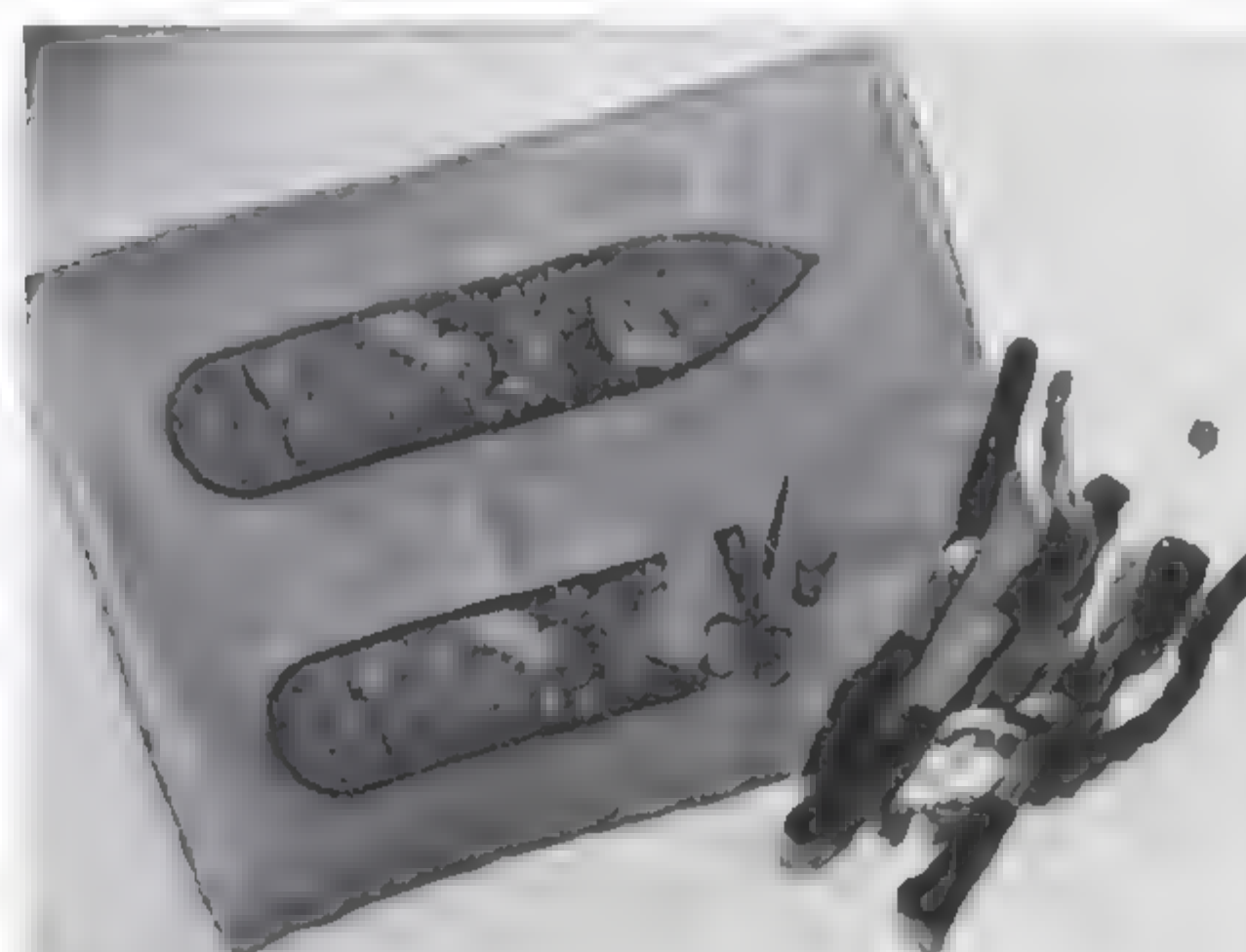
Hands are the most expressive—why not always the most *beautiful* part of the human body? The woman whose hands have been perfected by Elizabeth Arden uses...

...the wonderful new Elizabeth Arden Hand-O-Tonik which, used regularly after washing, insures hands which are a continual source of pride and pleasure—white, smooth, unroughened. In two sizes, \$1.00 and \$1.75. For pink, even nails, Nail-O-Tonik and Nail-O-Tonik Polish. The set \$1.00. Ardena Superfine Hand Soap. Specially manufactured in England. Blue Grass, Rose Geranium, Jasmin and Ambre. Three cakes \$2.50.



Elizabeth Arden
691 FIFTH AVENUE, NEW YORK CITY

SHOP-HOUND'S SHORT WINTER TALES



RAWLINGS

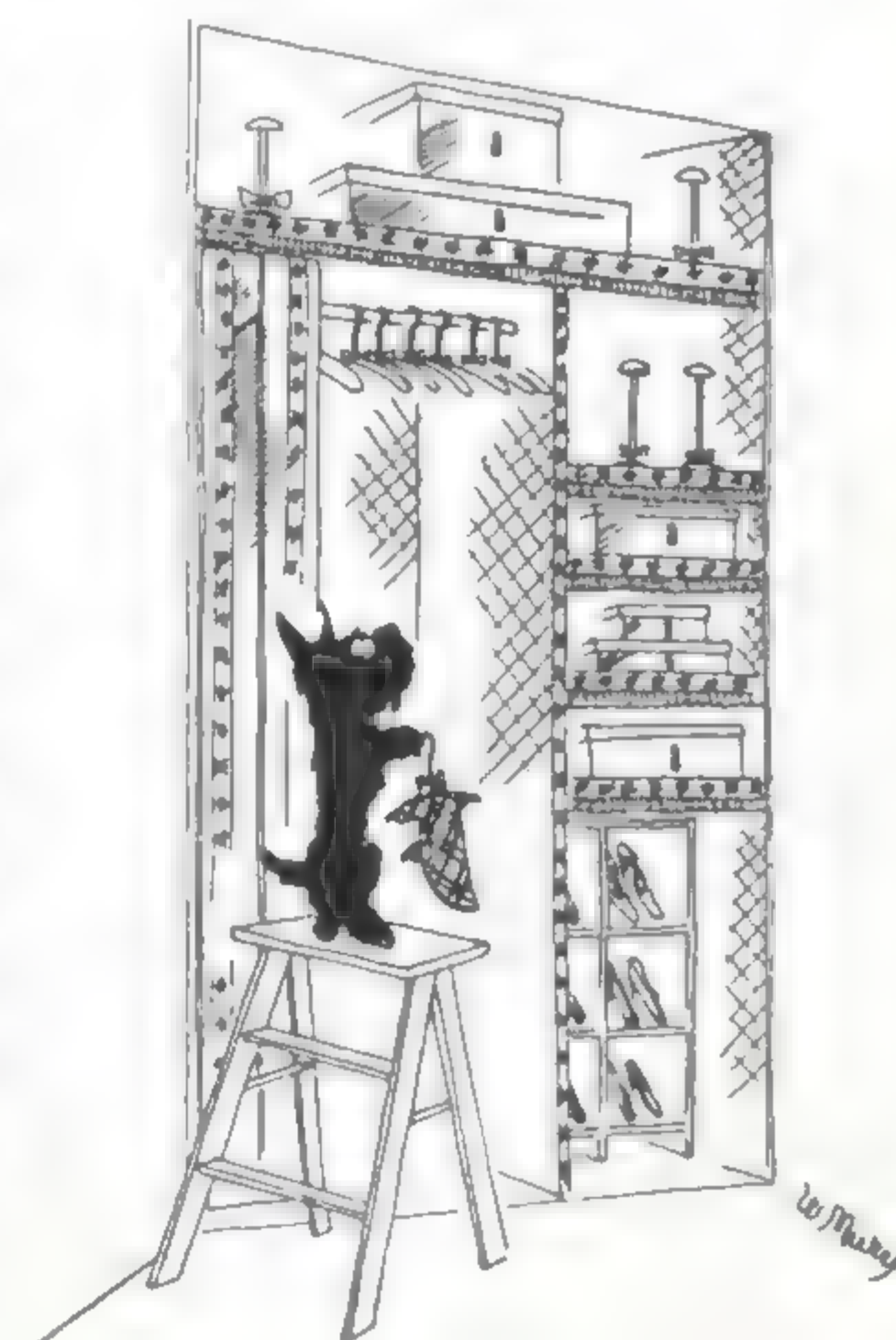
(Continued from page 98) Until you have visited the shop of Alice Maynard, 558 Madison Avenue, you have no idea of all the work lying around for idle hands to do. They are ready to set you up in knitting with smart patterns and instructions to your measurements, whenever you purchase their wonderful yarns. The spectacle-case canvas, photographed above, is an easy start on a needle-point career. About \$6 for the canvas, including embroidery yarns, with the design entirely underlaid to guide your work. Alice Maynard has recently imported some needle-point canvases for chair-seats and pillow-covers. These are as subtle in design and colouring as a Corot, and very unusual.



Whenever there's something very good in fashion, I like to be able to put it right into work. Thinking you might knit yourself one of those slick Tyrolian sweaters, I stalked down some good, authentic designs at the Knit-a-Bit Shop, 534 Madison Avenue—as cozy and tucked-away a little place as it sounds. They suggest this sweater (sketched), in true Tyrolian colours: white and vivid green, off-white and red, grey and blue. About \$5 for directions and the wool.

How to be both ultramodern and domestic is the thesis of this short winter's yarn. Mary Putnam and Lucile Dean, two young painters, are creating needle-point designs as modern as Dufy, Picasso, or Rousseau. They key designs for screens, wall hangings, chairs, and rugs to your scheme of decoration. It's also their idea to design a modern sampler of your life and current interests: your children, your dogs, your yacht—or the family canoe. Write to them at 68 West Forty-Fifth Street, and they'll come to your home for a consultation; then deliver the design in canvas, with proper wools, ready for you to go to work.

To experience all the creative thrills of the decorator—and no harm done—try your hand at decorating your own closets. Macy's Closet Shop supplies the inspiration and materials. Quilted chintz, to pad the walls and shelves, costs about 74 cents for the eighteen-inch width. Daisy-patterned shelving (about 23 cents a yard) goes on at a mile a minute with double adhesive tape. Then you go architectural with hangers, hat-stands, shoe shelves, and chintz-covered boxes for sweaters and hats and such. (Continued on page 109)



Fashion

BANS GARTER BUMPS



THE SMARTEST FOUNDATIONS
now include as their finishing touch:

INVIZ-A-GRIPS

The Smoothest Thing in GARTERS

The perfect silhouette no longer stops at the garter line. *Inviz-a-grips*—thin and flat—provide the final essential to a flawless contour. No one can tell you have them on, even under your tightest gowns.

With no knob to sit on they mean far greater comfort. And they cut your hosiery bills in half—for with their fan-spread hold, they distribute the strain and prevent those costly garter runs!

You can have your favorite foundation fitted with *Inviz-a-grips*. If they do not come already attached, leading department stores and women's shops will gladly make replacements.

For that smooth, flawless line from hip to toe, insist on *Inviz-a-grips*!

INVIZ-A-GRIP
Company

7045 Romaine St., Hollywood, California



Now Make Up—Only Once a Day

Yet... Stay Perfectly Made Up All Day Long!



9 A.M.

You apply it before your own mirror—and get a perfect and even color!



5 P.M.

It's still perfect—just as it was a minute after you applied it! Ends constant making up!

A Discovery that's the Rage of Paris—and that's Making Women Everywhere Adopt this Natural Colorful Make-Up

IN PARIS women have found a new way in make-up. A cheek rouge that stays just the way you put it on all day long; no matter *what* you do.

You apply it in the morning, under the familiar lights of your own dressing table, where you can see that it's on properly, evenly—and in just the right tone to bring out your best points. And it stays that way all day long. Walk, dance, go in a pool—do anything you like—yet your cheeks are divinely perfect without a further thought!

What It Is

It's an exquisite *cream rouge*, called Angelus Rouge Incarnat, that comes in subtle natural colors to blend with every

complexion, eye-color and hair. Colors that bring new allure to blond, brunette or titan.

Being a *cream rouge*, it blends natural color directly *into* the skin—not merely on the surface.

With this new way your make-up is so natural that only an expert with a magnifying glass could detect that you

used rouge to give color to your cheeks.

The Smart Woman's Choice

Smart women everywhere are choosing this natural colorful make-up. Try it today. See how it gives your face a new and charming sophistication. How it brings compliments and the assuring satisfaction that you look your best.

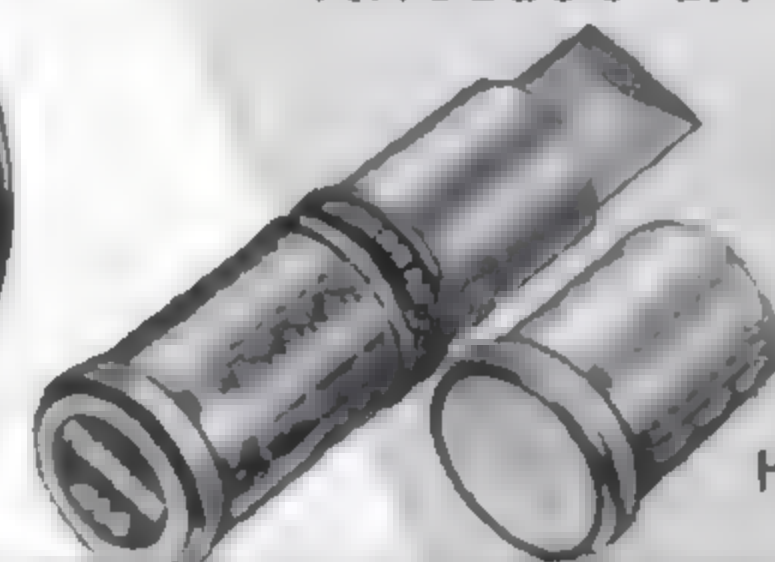
You can use it on both your lips and cheeks, and thus gain perfect color harmony in your make-up. Or, if you prefer, you can buy the Louis Philippe Angelus Lipstick in matching colors. At all drug and department stores.

Angelus Rouge Incarnat

IN THE LITTLE RED BOX
POPPY... PANDORA
SUN ORANGE... LIGHT
FRAMBOISE... MEDIUM



LOUIS PHILIPPE
ANGELUS LIPSTICK



IN SAME
COLORS
FOR A
PERFECT
COLOR
HARMONY

TRY THE NEWEST, SMARTEST SHADE—CORONATION RED



● Greet Spring with confidence in this authentic *Lampl* Kravene. It's packed with exquisite good taste, making every occasion alive. You'll find in the new soft colorings just what you need to freshen up your wardrobe. It's one of an ingenious group of new *Lampl* originals at your favorite shop.

● A few representative stores featuring *Lampl* fashionable knits ●

Emily Shops NEW YORK • BOSTON • WASHINGTON
 STIX, BAER & FULLER COMPANY, St. Louis • THE HIGBEE COMPANY, Cleveland
 MANDEL BROTHERS, Chicago • HIMELHOCH BROTHERS & COMPANY, Detroit
 M. PHILIPSBORN & COMPANY, Washington • YOUNKER BROTHERS, Des Moines
 GEO. B. PECK COMPANY, Kansas City • J. L. BRANDEIS & SONS, Omaha
 T. S. MARTIN CO., Sioux City • BESTEN & LANGEN, Louisville • FRANCES SHOP, South Bend
 THE FASHION COMPANY, Columbus • BOWMAN & COMPANY, Harrisburg
 THE DANIELS & FISHER STORES COMPANY, Denver • WURZBURG'S, Grand Rapids
 REGEN-WEBER CO., Zanesville • LION DRY GOODS CO., Toledo
LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO

DISCOVERIES IN BEAUTY

(Continued from page 104) If you have grey hair, you must know what a tremendous asset it can be in softening your face, but only where it has a flattering silvery tone. That incongruous mauve tint so frequently inflicted on grey hair has exactly the opposite effect and gives you a garish look. For this reason, you should be careful to go to a specialist for this treatment. Laurent, at 683 Fifth Avenue, whose comprehensive knowledge of chemistry and colour well qualifies him for this title, has perfected one of the most outstanding bluing we've seen—the samples of hair shown to us were eye-openers as to the almost ethereal glow that a really fine bluing can give to grey hair.

Whether you have grey hair or not, Laurent's is well worth your while; for, if it's a truly *soignée* look you're after, you can go to him with complete assurance of finding it.

It may surprise you, and it will certainly please you, to know that W. and J. Sloane have, along with everything else, a very complete and efficient line of cosmetics called Anastasia, which are made exclusively for them. We think all of these preparations are exciting—the fine velvety cleansing cream, the nourishing cream, designed to stimulate the cells of the skin, and the invigorating skin tonic—but we were particularly pleased with the astringent oil, which was designed to combine the penetrating, tightening properties of an astringent without having a drying effect on your skin. Of course, there is also a complete set of make-up including a variety of powder shades.

You can't really achieve a finished, lasting make-up without a good powder base. Liquids, although wonderfully convenient for this, frequently prove drying—which is one reason why Barbara Gould's new preparation is definitely news. It is a delicately scented, liquid, make-up foundation that seems absolutely non-drying. Its other great claim to fame is its ability to hide skin faults that frequently mar an otherwise perfect evening.

DESIGNS FOR DRESSMAKING



For the first prints of the season—in frocks and fabrics—turn back to pages 82 and 83. These models are designed for sizes: 7584, in 12 to 20, 30 to 40; 7581, in 12 to 20, 30 to 42; 477, S-3941, in 12 to 20, 30 to 38; and 474, in sizes 12 to 20, 30 to 44

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 37.

THE LINCOLN has always appealed to those who desire the best, and can afford the best. The Lincoln for 1937 deserves, even more than its predecessors, the esteem of the experienced and the critical. It is, in all particulars, a finer car than ever before. . . . Its exterior design is fresher, more modern; yet it retains the traditional Lincoln dignity. Headlamps are recessed in long and sweeping front fenders. The V-shaped windshield and sharply sloping rear deck reflect a new refinement of design. . . . Luxurious new interiors are roomier and more comfortable than ever, and in the Lincoln habit of quality. Appointments have new elegance. . . . Power for every exigency of travel is supplied by the famous V-12 cylinder engine. This precision-built power-plant is a superlative expression of the V-type principle. . . . Nineteen body types are available, including custom models by Brunn, LeBaron, Willoughby, and Judkins. . . . The Lincoln Motor Company, builders of the Lincoln and the Lincoln-Zephyr motor cars.

THE
Lincoln





your lips must wear
red velvet

Red as red can be—and as soft, smooth, lush, as velvet. That's Red Velvet* Lipstick, Helena Rubinstein's newest origination. It's taking New York, London, Paris by storm—as it will take you, the minute you lay your eyes on it, or rather, your lips.

You will love this deep, warm, stirring red—what it does for you—what it does to all who behold you. If you are blonde, Red Velvet will throw your fairness into dazzling relief. And if you are brunette, Red Velvet will heighten, intensify the richness of your natural coloring.

Wear Red Velvet at night, wear it by day. It is startling with Black, White, Sapphire, Tunis Blue, Regal Purple. Like all Helena Rubinstein Lipsticks, Red Velvet gives your lips young dewy lustre! Helena Rubinstein Lipsticks are a beauty treatment for dull, chapped lips. They soothe, soften, satinize.



Change your personality with your lipstick. Be vivid, daring, in Red Geranium; or exotic in Chinese Red. Go ingenue in Red Raspberry or Red Coral. And if you would have subtle allure, wear Terra Cotta Lipstick. 1.00, 1.25, 1.50, 2.00.

Helena Rubinstein Youthful Rouges to harmonize, 1.00 to 5.00. Powders in young luminous tints. Special textures for dry, normal or oily skins. 1.00, 1.50, 3.00, 5.50.

Important Make-up Note: Clever make-up always begins with Herbal Cleansing Cream Special, 1.50, and Town and Country Make-Up Film—the amazing foundation which gives you that young dewy look and adds enchantment to your make-up. 1.50. And the clever make-up always ends with the final dramatic touch of Persian Mascara in Blue-Green and the new Luminous Eyeshadow to match. Each, 1.00.

Helena Rubinstein
715 Fifth Avenue, New York

*Reg. App. For

SALONS IN: PARIS • LONDON • CHICAGO • BOSTON • DETROIT • LOS ANGELES • SAN FRANCISCO • TORONTO

© 1936, H R Inc.

SHOP-HOUND'S SHORT WINTER TALES



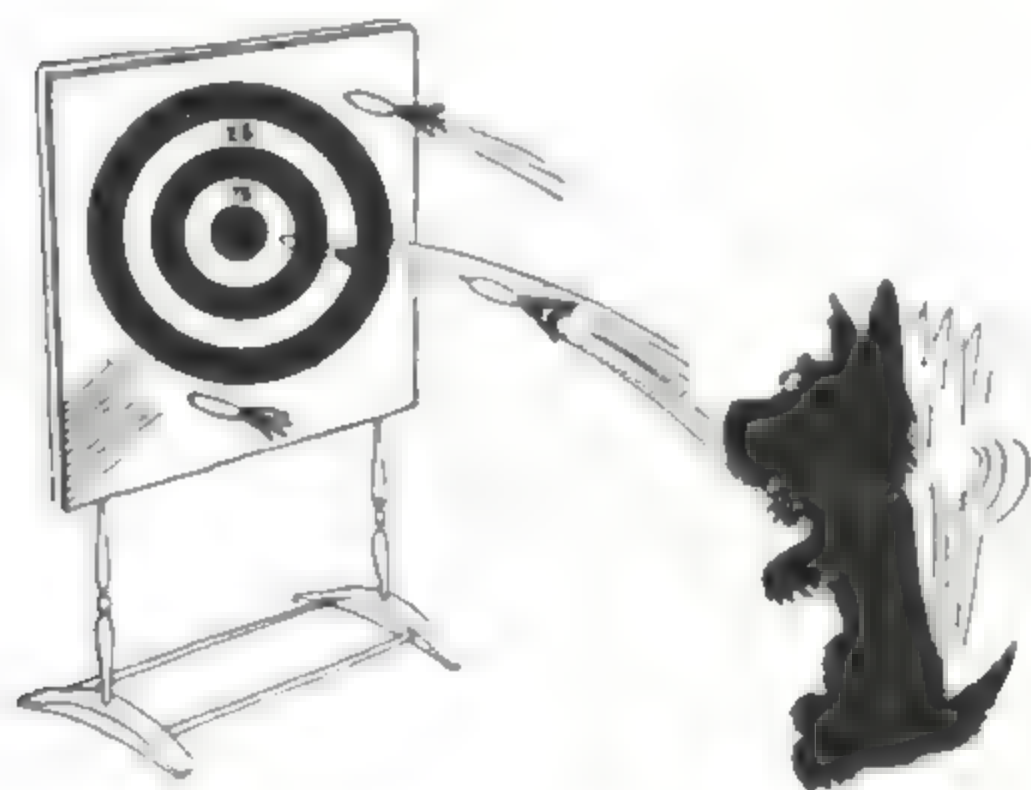
RAWLINGS



(Continued from page 106) A child's bath set, with his own name embroidered on each piece, is just one of the joys of Childhood—the wonderful children's shop at 32 East Sixty-Fifth Street. The bath-mat costs about \$5, bath-towel about \$2, face-towel about \$1.50, wash-cloth about 65 cents. This is the shop that makes such appealing children's furniture—diminutive sofas and armchairs, upholstered in chintz. Everything for children is here, but what utterly melts your heart are their tiny bonnets for new-born babies to wear on their trip home from the hospital.

If you have any Old Masters languishing in the attic for want of a frame that goes with your modern decoration, take them to the F.A.R. Galleries, 19 East Sixty-First Street. The young men who run the shop have a knowledge and understanding of art. They specialize in individually designed frames, covered with successive coats of gesso and toned by hand with water-colour to establish the proper relationship between the picture and the room. They also make a feature of natural-wood frames, toned and waxed; and invariably design the frame to the picture. Clean-cut, distinguished work; reasonable in price.

Still guarding the hearth and home, I thought you might like to know about an artist who paints eloquent, impressionistic flower water-colours. You order these flowers in colours to point up the decoration of a boudoir, as you would order fresh flowers, specifically for their colours, from the florist. Pictures a foot square, mounted on large white mats, cost about \$10. They are as glowing and vibrant as flame. Ruth Murchison, 118 Perry Street, is the artist. She will come to your home to discuss the decorative problem and will plan a series for one room. It makes you feel like Lorenzo de Medici, ordering art this way.



Now that all the home-work is done we can play a nice jolly game of "Darts." "Darts" has come over from England, where every one plays it at cocktail time or at tea. Abercrombie and Fitch have a very good set-up for the game, for about \$12.50. The

sturdy frame has rubber feet so that you can place it, innocuously, on the table. One side of the frame has a cork surface for stick darts; the other side is varnished wood for rubber suction darts—a good idea in case the children are scampering around. And I must tell you about a brand-new game at Abercrombie and Fitch, called "Projecto." This is an electric lantern that plays, at the touch of a lever, either roulette, horse-racing, or bingo—with the minimum of effort on your part. You don't even have to roll the dice. Tending towards feeble-mindedness I call this, but great fun for the money—about \$5—and an impressive week-end gift.



Marinette combines bright jacket colorings that flash radiantly against a black dress in this early Spring costume of tailored enthusiasm. Arresting, yet in excellent taste, this type of suit will unquestionably haunt you, accentuate your type and add that final chic touch to your personality.

Marinette

THE ARISTOCRAT OF KNITTED WEAR

MARINETTE • WISCONSIN

feminine SHIRTS by

*

Debwin

ENHANCED
by PERSONAL

Monograms



\$3.50

ALL LEADING RETAILERS

*Debwin Shirts can be
worn outside as well
as inside the skirt.*

*
Reg. U. S. Patent Off.

DEBWIN SHIRTS typify the coming
suit vogue. They combine the features
which appeal keenly to feminine taste
— beautiful fabrics, fine details and
finish, and embroidered monograms
to make them strictly personal.

They're tailored in the English manner

MARKAY WAIST HOUSE

525 Seventh Avenue • New York, N. Y.

PAINTINGS AND DÉCOR

(Continued from page 95) and the paintings by Matisse and Roger de La Fresnaye are given their full brilliance.

In a small, intimate, and very much lived-in sitting-room, Mrs. Charles Harding has hung a favourite Renoir over the mantelpiece. It is a small portrait, full of pearly greys, whites, and blues; and the walls, pale greenish-grey with a hint of blue, are a composite of the colours in the portrait. There are no other obvious colours in the room. The curtains are oyster-white corded silk, and certain chairs have covers in this colour with a faint diagonal stripe in blue. The only accent appears in the rather dark, but delicately carved wood of the mantelpiece and chair-rail.

ROOMS AND PAINTINGS

Mrs. Ward Cheney, in her own flat, has created an unobvious background for a Renoir pastel that hangs over the mantelpiece in a wood-panelled room. The portrait is of two young girls, in a blending of whites, faint greys, and pale orange, accented by the vermilion poppies that decorate a typical Renoir hat. The room itself is painted a dull orange-red. The ivory silk curtains have widely spaced bouquets brocaded in yellow and pale orange, and the furniture adds whites, pink-beiges, and pale turquoise-blue. In this room, a small Chirico with red and white horses is equally at home hung over the sofa.

In three of the rooms of her house looking over the East River, Mrs. William Paley has distributed her collection of modern paintings ranging from Picasso to John Kane. The drawing-room, with its brass-inlaid black teakwood floor, is dominated by the strong tones of a Gauguin hung over the mantelpiece, and for this and several vivid Matisse, a colour scheme in pale grey-blue makes an unobtrusive setting. This colour of the walls has been repeated in the curtains and most of the furniture; its restraint is equally flattering to the russet and golden tones of a large Degas. Even the soft glitter of a Waterford chandelier does not intrude upon the subdued effect of this room, in which the only brilliant colour is found in the canvases. The library contains two landscapes by John Kane—their dark greens and clear greys set against a background of dark blue-green. There is a carved pine mantelpiece that echoes the beige tones of the furniture, and a Russian hearth-rug of Aubusson weave is flowered in soft yellow, beige, and greens on a black ground. In a small sitting-room on the ground floor, pale honey col-

oured walls and accents in soft yellow and plum make the casual background for a self-portrait of Cézanne.

That all backgrounds for paintings need not be neutral in colour is proved by the green metallic walls of the dining-room in Mrs. Samuel Lewisohn's house. Here, as the focal point of the room, is a large and vivid still life by Matisse, centered on a long wall. Several smaller water-colours, including a Marin in which strong blue predominates, are hung on the opposite wall. In Mrs. Lewisohn's living-room, against warm yellow walls, is a Redon flower-piece with an opalescent background, and a Pascin portrait of a child repeats these pearly greys, blues, and lavenders, with touches of vermilion and green. The colour of the walls is found again in the sofas and chairs, and there are occasional touches of green in the accessories. Mrs. Lewisohn has a collection of framed drawings, which she rearranges frequently for her own amusement and to replace constant loans to museums.

In the yellow dining-room of Mrs. Lewisohn's simple country house, a still life of fruit by Maurice Sterne hangs over the sideboard, and under it you will usually find an arrangement of actual fruit ingeniously related to the canvas. All through the house, there are constantly changing groups of paintings and drawings of Degas, Dufy, Marin, and Sterne, so that the week-end guest never knows what fresh surprises he may find in his bedroom.

THE CROWNINSHIELD COLLECTION

A similar movable collection is that of Mr. Frank Crowninshield; when it is not on loan to friends, it is housed in a flat with all the walls covered in a grey-beige fabric. Those paintings and drawings that are not in use in the great living-room, with its three beige-curtained north windows, are kept in specially built closets. The end of the living-room is panelled with shelves that hold a great collection of books on modern art, bound in brilliant leathers and interspersed with an occasional sculpture out of a large Despiou collection. The lighting of the pictures and sculpture is Mr. Crowninshield's particular concern, and he believes that much experiment is needed before these treasures are to be seen at their best.

From these notable examples, it is evident that whether you own thirty paintings or three (or one) it is only by living with them and experimenting with their placing that they can give a room a vitality that it will surely lack without them.

VOGUE'S FUTURE OUTLOOK

Spring is on her way. In America, she's already moving North, and Vogue has slipped down to Aiken to meet her half-way. In Paris, she's moving into the dressmakers' ateliers, stirring them into fresh activity. From both places, Vogue has gathered a grand collection of "Firsts" for the February 1 issue. In fact, this issue is full of prophecies: colours for evening, hats and clothes for day, new shoes. All good reasons, we think, for reserving your copy early

NEEDLE WITTICISMS

By Mrs. Theodore Roosevelt, junior

NEEDLEWORK can become a real mania. If you do it seriously, it sometimes requires such concentration that you have to shut yourself up in your room without even the radio. Of course, this isn't the case when the work to be done is an ordinary piece of canvas purchased at a needlework shop, with all the colours of the design painted on it. Then you can sit and sew, surrounded by friends, children, and dogs. But when it is necessary to use four or five tones of white, for example, it is very easy, after an interruption, to forget which shade you had planned to use next! Generally this means ripping out—a most tedious process—but one that is necessary in order to do really good needlework.

Once I made a screen with a design of black-and-white monkeys leaping about modern-looking trees and a great deal of sky-blue background. (This is shown on page 80.) It had three panels, each measuring five feet by two and one-half feet. I finished the first panel in Manila under difficulties. It was as heavy as a blanket on my lap as I worked. Then, too, I was not very satisfied with the various shades for the sky. After putting in the very last stitch, I decided I couldn't bear it. I happened to be in the mountains, convalescing from a go of fever, with nothing to do. My secretary and I each took a pair of scissors, and, together, we ripped every bit of blue from that five-foot canvas. It took us four days, but whenever I now look at the completed screen the high note in our dining-room—I am thankful we did it.

MADE IN MONOCHROME

The variety that one can put into needlework is unlimited. A couple of years ago, I got tired of working in different colours and made several pieces using nine shades of the same one, from the darkest brown to white, through tan and beige. One of these pieces was suggested by a painting by Mrs. Irving T. Bush, and it is shown on page 80. It is a stretch of beach with the sea beyond, three great circular tents, and a host of strange creatures, half-human, half-fish. A sea-monster raises its grotesque head from the water. I call this:

"The Fish God where the whirlpool
Is a winding stair to Hell."

I get great amusement out of the questions people ask about it. "Are those penguins?" "Is that meant to represent the Loch Ness monster?"

Last year, while working on a small picture of a Moghul Elephant covered with elaborate gold trappings, I got impatient with the limitations that canvas imposes. I first did all sorts of crewel-stitches on the canvas. Then I decided to abandon canvas entirely, and work on material on which my stitches could follow any direction. With the valour of ignorance, I plunged right into the most difficult piece I have ever tried.

It began this way. We were spending a week-end with Lord and Lady Lee of Fareham at White Lodge, in Surrey. On a table in Lord Lee's gallery, I noticed a twelfth-century psalter. On the

margin of one of the pages was the most enchanting little figure, fantastic to a degree, apparently drawn by the monk who had illuminated the pages. I spent most of the week-end looking through this psalter and others, searching for more. Later I went to the British Museum and found more delightful creatures. I was also able to buy photographs of a dozen pages of the famous Luttrell Psalter. We were leaving London in three days, but I dropped everything and dashed about laying in a supply of wools dyed with vegetable dyes and floss-silk wonderful in colour.

It should be a fire-screen, and must have a gold background to give the mediæval flavour. This much I knew. But how to do the background was a problem. Suddenly, I remembered an old evening dress I had worn in Washington in 1923, thirteen years before. It was a lovely gown made of cloth of gold woven like damask with a pattern of flowers. It took me five minutes to unearth it in the attic, and there it was, as fresh and shiny as the day it was made. I cut a large rectangle from the front and another from the back.

LITANY LINK

I copied the figures as far as outline was concerned, enlarging some of them and putting in my own ideas of colour. The tiny flowers and leaves on the vines had to be invented as the work progressed. I thought that the panels needed something to pull them together and decided to use a verse of an old Cornish litany: "From Ghoulies and Ghosties, Long-leggitie Beasties and Things that go Bump in the Night, Good Lord Deliver Us."

One piece of mine has won more awards than the others, although I don't care for it very much. It is a Russian scene at a city gate, worked in fine petit-point. (This is shown on page 81.) I was just finishing it when this country officially recognized the United States of Soviet Russia. To give point to the picture, I put "Recognition of U.S.S.R.," and the date across the top of the canvas. In order that no one would think I was enthusiastic about the Soviets, I worked a sinister little red devil perched on a tree, glaring gleefully down upon the crowd. When this piece was exhibited, most people didn't bother to look at it carefully, missed the devil, and reproached me roundly for commemorating Soviet Russia. Others saw nothing but the devil, and wrote me angry letters saying I had insulted a great nation.

Every year, a real inspiration to needleworkers is given by the "Exhibition of Amateur Needlework of Today," organized by Mrs. William W. Hoppin for the benefit of the New York Association for the Blind. This January, it will be held at W. and J. Sloane's, in New York. Hundreds of pieces of needle-point and crewel-work will be shown, including entries from most of the principal cities of the United States, as well as a special exhibit from England. The latter will be arranged by Lady Violet Crawley and Mrs. Antrobus, who is the author of several books on the art of needlework.



*Reg. U. S. Pat. Off.

We've splashed the blouse with wool embroidered flowers and given you a parachute skirt that's excitingly new. It's a magic combination destined to turn drab days into brilliant occasions. The fabric is a lovely Celanese Crepe, with a new resilient quality that foretells spring. In black and navy only with colorful motifs. Patented Neva-Gape skirt closing. Sizes 12 to 20. **\$25**

Over 400 shops are showing this fashion. If you don't find it in your favorite shop write

KANE-WEILL, INC., 498 SEVENTH AVE., NEW YORK

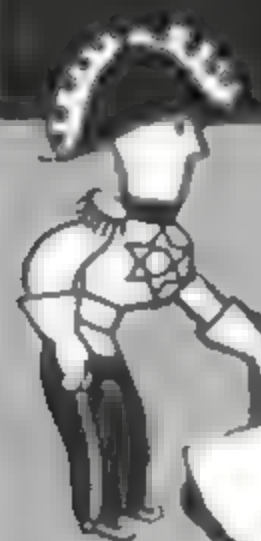


TWICE THE PLEASURE IN EVERY PUFF WHEN YOU DON'T *P-F-F-T* TOBACCO!

Thousands switch to better cigarette that keeps loose tobacco out of your mouth



THE TIP IS A FILTER



Water, coffee, tea—they're all better when filtered. Now taste how much better a filtered cigarette is. Viceroy's filter holds back throat irritants while permitting full flavor and fragrance of the fine Turkish Domestic blend to stand out. A smoother, milder, better smoke.



Viceroy 15

UNION MADE

THE FILTER TIP MAKES YOUR SMOKE COME CLEAN

TUNE IN JACK PEARL (BARON MUNCHAUSEN) NBC BLUE NETWORK, MONDAYS 9:30 P. M., E. S. T.

URNS WITH A COURMET



ANDERSEN

Betty Junger's All-Day Service Tray of non-tarnishable pewter, equipped with jam jars, wooden tray, and removable sections, serves for confitures, hors-d'œuvres, cheeses, et al.

WHILE every one else is occupied with admirable New Year's resolutions, of abstemious character, we are centering our energy about a single resolve—i. e., to eat more and better food on every possible occasion, and to uncover all the new and delicious foods that we can track down throughout the year of 1937. Amen.

As a starter, we have discovered the perfect sherry biscuit. We are always discovering the perfect sherry biscuit, and we are sometimes afraid that this is going to turn into our life's work, but—for the moment—this one is tops. It is called Wheaten Malt Digestive Biscuit, but don't let that put you off. Alice Marks imports these from England, and they have that crisp, short texture and taste that you associate with this type of biscuit, but these are thinner than any we have seen and a little more brittle and altogether perfect. There are brandy snaps at Alice Marks, too, which you know definitely are *brandy snaps*, as well as some new little round cocktail biscuits with an almond perched neatly in the centre of each—both biscuit and almond managing to stay crisp apparently indefinitely. Biscuit fanciers go mad at this place, anyway.

- Then, we discovered a grand black bean soup in a tin. If such existed in cans before Underwood made this one, we didn't know it. We have considered black bean soup one of those delicious, but troublesome things you have to remember to order the day before you want it, because, made at home, the proper beans never seem to be on hand, but here it is in a tin, and delicious. Serve it blazing hot, with a slice of lemon and, if you like, additional hard-cooked egg. We are delighted to announce our triumphs out of tins, but if you feel differently you can say your cook made it, and people will congratulate you on the cook. The Underwood Company—they are the deviled ham people—have also some new "Tiny Frankfurts." We are, frankly, surfeited with the thought of little sausages, but tiny hot dogs are newer and fun. If you get tiny rolls to put them in—the fancier bake-shops will make them for you to order—and smear the frankfurters with English mustard, you have an amusing *bonne bouche* for the substantial dish at your next cocktail party. These newcomers are available at the better grocery shops.

- Another discovery in miniature is tiny spiced gherkins, a little brain-child of Park and Tilford. These are Bon Gherkins, highly spiced and crisp, as gherkins should be. There are hundreds in a jar, and they are fun to strew around on cold dishes or to eat for themselves, as you do olives, at cocktail parties.

DECORATOR'S LOG

NEW decorative fabrics are constantly appearing, two and three at a time, but to find a whole collection of fifty or more—all interesting in colour and pattern—is a decorator's windfall. Ruby Ross Wood's personally selected fabrics, ranging from chintzes to glittering satins, were found largely in Paris and London during the past summer. It takes about three weeks to get the required quantity of any of them, but they are all worth waiting for.

With a special eye to country houses, here as well as in Florida, the chintzes and linens are mostly modern in design. There is the "Cloud Chintz," very pale blue as to background, with a pattern of small, soft clouds in grey-and-white. A cream coloured linen, with a pattern in dusty-pink and cocoa, reveals an occasional acorn if you look at it closely. Another linen, designed by Frank Dobson, shows classic busts and broken columns in pale lettuce-green and chalk-pink. There is a hand-blocked grey silk, executed by another London artist, which is patterned with hands (feminine) and butterflies in flesh, white, and mauve. Another has tulips and butterflies in vermillion, emerald-green, and white on yellow. Then there is the loosely woven oyster-white linen that might have been used for one of the costumes in the Monte Carlo ballet, "L'Après-Midi d'un Faune." It is broadly striped horizontally, with waves of chartreuse and uneven lines and dots in grey.

The quilted chintzes don't confine themselves to angles; there is an elaborately flowered and scrolled one stitched in black on an apricot ground, and another has small scattered leaves and a scrolled background in green on cream. In this group is the white linen embroidered with stripes of pink flowers and soft blue ribbons. And the dramatic climax to all this is a thickly padded ivory satin with dark blue stitching making the great baroque pattern and background.

Mrs. Wood is finishing two rooms in Palm Beach, one a bedroom with a carpet patterned in shaded blue Victorian scrolls on a cream ground. The ceiling is painted dark blue to combat the Florida glare, and all the rest of the room is in white, including the curtains and furniture coverings. This scheme was evolved from a large water-colour of a flower bouquet in shades of blue. In another room, a drawing-room with Chippendale furniture, Mrs. Wood has based its scheme on a chintz with a pale terra-cotta ground, and the design of leaves and flowers in cream are pointed up with beige, brown, and pale Persian blue-green. In this room, a large sofa is covered with pale biscuit coloured striped silk, in rather wide stripes and with the texture of raw silk; the curtains are of heavy cream coloured silk closely patterned with silk dots. There is an off-white shaggy string carpet, and the thin voile under-curtains are in pale terra-cotta.

Until now, glass bricks have had an entirely architectural career, being the substance of whole walls and partitions. Laurence Colwell, however, is using them for Florida house furniture. He shows (with a number of sketches of special-order furniture) a low cocktail table with its thick octagonal glass top supported by a cross-shaped base of glass bricks framed in white lacquered wood. Chairs and sofas are being developed with glass brick sides, and a long table has four glass brick supports with a white leather top. All of which sounds weighty, but, actually, these pieces have a lightness that is perfect for summer or warm-climate rooms.

Mr. Colwell has also discovered a new rubber-moss filling for out-of-door cushions that is not affected by rain or fog, and which makes soggy garden-chairs a thing of the past.

ITEMS ABOUT TOWN: Nancy McClelland has designed for Strahan a delightful wall-paper based upon Early American frescoes, which are rarely found in New England houses. The naïve pattern follows the original designs, which always included such touching symbols as the wedding-bell, the heart, and, surprisingly, the yoke. It is printed on a rather rough paper, which gives the effect of a plaster wall. On the pale grey-green background, these symbols are worked (Continued on page 119)

KNOX THEME SONGS FOR SPRING!

Cruise & Travel

IN 3 EDITIONS



1 CRUISE & TRAVEL I. Knox Felt or Panama \$875.

2 CRUISE & TRAVEL II. Knox Felt \$875. Toyo or Baku \$1275.

3 CRUISE & TRAVEL III. Knox Felt \$875.



Voyageur

IN 3 EDITIONS



1 VOYAGEUR I. In Felt \$1275.

2 VOYAGEUR II. Felt, Toyo, Mont Blanc Braid or Baku \$1275.

3 VOYAGEUR III. Felt \$1275. Toyo or Baku \$1500.



*Registered

CASA KNOX, MEXICO CITY, MEXICO • MITCHELL & MITCHELL, SANTIAGO, CHILE
CHAS. BIRKS & CO., LTD., ADELAIDE, AUSTRALIA



KNOX THE HATTER

5th Avenue at 40th Street, New York City

DRESSING ON \$1000 A YEAR



"JUST LOP IT OFF ANYWAY"

(Continued from page 73) Miss Sybil or Miss Eva or whichever saleswoman has proved to be devoted to you exactly what you are prepared to pay for clothes. If you are explicit with her, she will be interested enough to have a pretty good choice of dresses ready for you, at your price, whenever you happen to come in. She will also rapidly absorb a rough idea of the kind of thing you like. This relationship may not be as exciting as having Vionnet or Schiaparelli attend you in person, but it's good enough, and it can have an enduring quality that is pretty engaging.

"LITTLE" WOMEN TACTICS

A few words of warning about the "little" dress shops: (a) If your saleswoman falls down on you and produces something that makes you shudder, say to her in a level voice, "I don't like it"; if she goes so far as to insist that it's really very lovely, repeat "I don't like it," but *this time* look at *her*, straight in the eye, and not at the dress. She will immediately put it back in the cupboard. (b) Don't expect to get good taffeta or good velvet at low prices; cheap taffeta cracks and gets dull, and cheap velvet is ruined beyond hope of steaming if you lay a finger on it. (c) Prepare yourself for a mild battle with the "little" dress shops about the length of your dresses. They like them long. I don't know about you, but I like evening dresses I can dance in, and I like my day dresses fairly short. So, if you feel the same way, be firm about it. Let your saleswoman finish telling you what she considers an elegant length for a day dress, for instance, and then say, "All right. But just lop it off to fourteen inches anyway."

SHOP WITH DECISION

The woman who must dress inexpensively ought to have a pretty exact idea of what she wants to buy before she starts out to shop—far more exact than the shopper who has unlimited money to spend. In fact, she can't Go Shopping in the same way that richer women Go Shopping; she can't go roaming up and down bright, burning aisles of rhinestone bags and French gloves, picking up a little something here and there. She must, I think, keep her wardrobe fairly sparse and add to it only when a definite need comes along; a hat to wear with a certain dress, a pair of gloves for a certain suit, a dress to wear with last year's coat, and so on. In that way, she can keep her entire wardrobe organized in her own mind without any headaches about that Dress She Couldn't Resist, which has been hanging in her closet for six months because she couldn't afford the things to go with it. It's an odd fact that, although a cheap dress with fairly good accessories looks fine, an expensive dress with cheap accessories looks cheap. That's why I prefer to go on paying \$16.50 or thereabouts for dresses and to confine my rare moments of big spending to things like gloves, bags,

belts, scarfs, trick jewellery, and occasionally hats. (Even the thrifty dresser can go on a spending-binge once or twice a year.)

For instance, I bought a dress last July that consisted of a white rayon-piqué jacket with a rolled collar, a navy-and-white polka-dot skirt, and a navy-and-white polka-dot scarf to tuck inside the white collar. Since it was a little late to be buying summer clothes, the outfit cost me exactly \$7.50. The jacket washed and ironed like a handkerchief—and I might add, in this connection, that the synthetic materials, rayons, et cetera, are, of course, a blessing to the wearer of ready-made, inexpensive clothes; they always look crisp and sleek enough to be worn with as costly accessories as thy purse can bear. Well, I already had navy-blue shoes, and a hat, gloves, and bag to match; and I will now confess, blushing a little, that the hat, gloves, and bag came from one of those places where nobody ever mentions the price of anything for fear that several women in the crowd will faint. I travelled all over France last summer wearing the seven-fifty dress with a thirty-five-dollar hat, a thirty-dollar bag, and a pair of eighteen-dollar gloves, and it was one of the most successful costumes I ever had. Frenchwomen in Deauville, Cannes, Juan-les-Pins and Biarritz kept asking me from what Paris house I had gotten my ensemble. And, mind you, it was not the hat or the gloves or the bag that got them; it was the combination of all three with the seven-fifty dress.

SHOES BY THE YEAR

My daytime shoes—to continue these cosy revelations—cost \$7.50 and my evening slippers \$10 in a budget shop, and I bought the last ones precisely one year ago. Six pairs at once, because I hate buying shoes and always prefer to have the whole thing over quickly. The daytime shoes were all the same model—in black, brown, and navy-blue—because I happened on a model that day which made my foot look well, and which was comfortable. I have had all three pairs resoled and reheeled several times since then, always sending them out for repairs before they really need it so as to keep them in a nice, brisk condition. I put trees in them every time I take them off; my maid-of-all-work keeps the suede part clean and smooth with a wire brush, and the leather part has taken on, with constant polishing, the dark glow of an Englishman's riding-boot. I suppose I'll have to get some new shoes pretty soon, but—well, only

Smart Sea-Goods

in **EVERFAST FABRICS**
Sanforized-Shrunk

Play clothes stimulating as tropic sunshine! Brief, easy to pack and serviceable. All in Everfast-Everfit fabrics—fast to sun, fast to washing, Sanforized-shrunk of course. Such fitted lines must run no risk of being lost through shrinkage.

Sanforized-Shrunk
BUY YOUR  **EVERFAST**

Left: BARBOTEUSE—Respect play and swim suit. Everfast printed pique.

Right: Beach Coat with bathing suit of shorts and halter-bra. Everfast racquet cloth.

Small Figure: Beach Coat, vest-halter and shorts. Everfast African print.

RONWIT TELLER
New York Palm Beach
Miami Beach

JULIUS GARFINKEL
& CO. Washington
M. McINERNEY, LTD.
Honolulu

* Reg. U.S. Patent Office—Patent Pending

EVERFAST

DRESSING ON \$1000 A YEAR

yesterday a man (and men, remember, are generally fussier about women's shoes than women are) looked thoughtfully at my feet, and said, "Those are good-looking shoes you've got on. I like them." So maybe I'll string along with them for a while longer.

CHERISH IS THE WORD

Inexpensive clothes last almost as long as expensive clothes if they are given the right amount of care. But, if you want to look well at small cost, you will have to take as much care of your cheap clothes as expensively dressed women devote to theirs. Keep your ten-dollar silver sandals wrapped in black tissue-paper when you are not wearing them; keep your five-and-ten-cent-store hair-ornaments (don't laugh; I got two glass stars there that look like crystal and are a big success) in a box lined with cotton so that they won't get chipped. In other words, don't get the idea that, because these things cost comparatively nothing, you can afford to bang them around and buy more when they give out. That way, you will simply be buying a wardrobe three or four times a year, and you will end up broke.

I suppose I needn't tell you that, if you keep your inexpensive clothes well-pressed and immaculate, they will look twice as expensive. Get a good, stiff clothes-brush and use it on every dress you take off before you put it in the closet, and again before you put it on. Brush your hats before you wear them. Keep your shoes brushed and polished. (I begin to sound like a Girl Scout, maybe, but it's all true.) Wash your gloves, or tell your maid to do it, in lukewarm soapy water and, please, invest in a glove-stretcher to get them into shape before you try to put them on, so that you won't have to struggle in vain and go around with one hard, shrivelled point sticking out like a horn from your thumb. If you have only one servant, and she hasn't time to valet you in a manner of speaking, you can get a woman to come in and go over everything once a week for about \$1.50.

Also, I pray you, make a friend of your dry-cleaner. Every dress ought to be cleaned at least twice a year. Since my own wardrobe is limited to about twelve dresses (six day dresses, four evening dresses, and two in-betweens), I have mine cleaned three or four times a year. At an average price of \$1.50 a dress, this amounts to \$64 a year, or a little over \$5 a month.

FAMILY CONSIDERATIONS

I have neglected to mention a good many things in this piece—fur coats, hostess gowns, lingerie, stockings, to name a few. The reason I haven't mentioned fur coats is that my ever-loving, ever-observant family came through with a fur coat for me two Christmases ago, and I haven't given the matter a moment's thought since, except to have my coat cleaned every spring. Last Christmas, the family did well in the department of hostess gowns and evening wraps, one apiece. Reading this, you may say, "Well, why is she talking about dressing on nothing a year, with

a family that stifles her every Christmas with fur coats and evening wraps?" The answer is that one never can tell. My own family has never failed me in important details, and I admit that I now wait shamelessly before making any large purchases until I see what the Yuletide has brought me. Generally, however, it is unwise to depend upon what you think you are going to get for Christmas. In the meantime, during all the rest of the year, there is the continuous need for dresses, hats, cloth coats, shoes, stockings, gloves, girdles, underwear . . . I needn't remind you. You know. For that reason, I have made up the following list of the things I need, and you probably need, in a year, and the approximate prices at which we can buy them under a total of a thousand dollars.

Four winter day dresses (two at \$16.50, two at \$19.75)	\$72.50
Three winter evening dresses at \$19.75	59.25
Two in-betweens (dinner or cocktail dresses) at \$16.50	33.00
Four summer day dresses (two at \$16.50, two at \$10)	53.00
Three summer evening dresses at \$19.75	59.25
Six hats at \$7.50 (I hardly ever wear one in summer, town or country)	45.00
Tailored suit	95.00
Blouses, shirts, sweaters to wear with above	20.00
Extra coat for spring and fall	25.00
Three pairs day shoes at \$7.50	22.50
Three pairs evening shoes at \$10	30.00
One pair mules	3.95
Three doz. pairs day stockings at \$1.35	48.60
Three doz. pairs evening stockings at \$1.95	70.20
Six pairs gloves (washable doeskin or fabric)	12.00
Two bathing-suits (one at \$5.95, one at \$2.95)	8.90
Beach clothes, shorts, sandals, etc.	15.00
One dressing-gown, winter	9.75
One dressing-gown, summer	5.95
Three daytime hand-bags at \$2.95	8.85
Two evening bags (one at \$5, one at \$2.95)	7.95
Three girdles at \$5	15.00
Six slips (tailored and without lace, please) at \$2.95	17.70
Six pants (tailored and without lace, please) at \$2.95	17.70
Six nightgowns at \$3.95	23.70
Accessories (belts, scarfs, clips, and other tricks)	50.00
Cleaner's bill	64.00
Shoe repairing	5.00
TOTAL	\$898.75

This list starts from scratch and presumes that you have nothing in your bureau drawers, and that your clothes-closets are empty. That, of course, isn't true of anybody. You probably have a suit and several other little numbers from last year—or even from two years ago—which, with fresh flowers, a new belt, or a new hem-line perhaps, will turn out to be better than new. With even a meagre wardrobe as a starting-point, you can cut the above total down by a good two hundred dollars—counting out the price of the suit, a couple of dresses, underwear, et cetera, which you already have. Even if you spend the whole \$898.75, you will have \$101.25 left to blow on something before you reach the thousand-dollar limit. For that sum you ought to be able to get a pretty good-looking winter coat in the January sales. Or you might buy that evening wrap and that hostess gown that came to me from Santa Claus. Or . . . listen, here is a sound idea. You might even put the \$101.25 in a bank somewhere, so that you won't have to work so hard at your trade next year in order to dress yourself prettily.

Burdine's

MIAMI and MIAMI BEACH
Sunshine Fashion

Introduce Vanity Fair

New Summer Underthings of All Silk

What divine filmy bits of femininity for hot weather! They keep one's body cool and one's temper calm . . . clad in a veil of loveliness. Gossamer sheer, yet surprisingly durable, they flatter the figure, no end . . . Easy to launder, simply whisk them through the suds, and they are as fresh and lovely as ever. Shown first at Burdine's.

Bondeaux,
Briefs, Skintites,
Panties and
Chemise in ex-
citing, new
Spring colors.



KARA—Simple, tailored frock, by Miriam Gross, designed in Zephyr with a casual, imported air! Faultless fit . . . and firm, faultless “links” knit in a new English crown-jewel pattern. Like all Miriam Gross models, this dress gives one the poise of having just stepped out of a handbox! . . . White bow and buttons hand-crocheted. Eight mid-season colors, good North, South, East or West. Miriam Gross frocks are sold in certain fine stores under the name of GLEN BOGIE. The Miriam Gross Company.

IT'S A BEAUTIFUL DAY



MADAME RUBINSTEIN'S FAMOUS MINIATURE ROOMS

(Continued from page 76) **BATHS:** A milk bath, a mineral bath, a herbal bath, a strong needle shower—whatever is prescribed for you is as pleasant as it is beneficial. If you get the milk bath, you feel like Cleopatra bathing in the beautiful foamy water. Your bath is preceded by a glass of Mineral Beauty Water and followed by a rub-down with Body Smooth, which leaves you with a skin like velvet.

HEALTH BAR: Your lunch—prescribed by the physician—is sent up from the Health Bar to your dressing-room. You see two young ladies photographed at this Health Bar, on page 77, and you will see many more for gathering there this winter, for there couldn't be a more pleasant way of consuming a diet luncheon, even if you aren't having beauty treatments. Fruit-juices and vegetable-juices, specially prepared salads and biscuits—good to eat as well as good for you—take the curse off the usual dreary régime of diet.

FACE TREATMENT: Whatever you need most to make your particular face beautiful goes on in your facial treatment, which will include the new Electro-Tonic apparatus you see in the photograph on page 76. This electric treatment has the advantage of being localized, so it can work its benefits on the parts that need it most—the chin, jaw-line, under the eyes, and such. Your eyes and throat receive special attention during this siege.

HAIR: After an intermission for tea and biscuits, you proceed to the hair department, where you have a superb scalp treatment that literally sets your hair on end, and a reconditioning shampoo. Then your wave is set in a remarkably brief time by an expert who has a decided flair for choosing and achieving an effect that does flattering things (Continued on page 117)



MAKE-UP BY DAY AND NIGHT LIGHT

IT'S A BEAUTIFUL DAY

(Continued from page 116) for you. In case you want a hair-do that was designed in Paris almost at the minute you are being coiffed, you can have one, because Madame Rubinstein photographs the newest coiffures the minute they appear.

HANDS AND FEET: While your hair is being set and dried, you have a chiropedicure, which is a corrective foot treatment by a chiropodist, followed by a beautiful doing-up of your toenails, and a manicure.

MAKE-UP: Your rejuvenated face is given a make-up that puts a patina of loveliness over it, and a final benediction is a spray of English Mist. This is a heavenly lotion sprayed out in a fine mist over your skin either before or after the make-up; in either case, giving a moist, dewy effect and avoiding any artificiality of a set made-up look.

And there is what might be termed the works! Of course, every régime differs according to individual requirements, and if you only want certain features, you consult about your problems and program with Mademoiselle Mala Rubinstein, the sympathetic directress of the salon.

More high-spots in brief. The Model Dressing-Room in which you are instructed in applying your own make-up before a day-and-night mirror that is a triumph of lighting—see page 116. The amusing peignoirs you wear around the salon. The permanent gallery of shadow boxes framing the famous miniature rooms (see opposite page). The rare books on beauty in the sun-filled library. The tender, lovely colours of the treatment rooms. The persuasive, constant interest in you and your well-being on the part of every one you encounter in the entire establishment.

ENGLAND MARCHES ON

(Continued from page 60) But if there is one place where we do not wish for economy, it is in the Court fairy-land—principally because we suppose we pay for it. We are, however, quite mistaken; because the Civil List, the Royal Family's allowance, is a commutation of income from old Crown lands, voluntarily surrendered a century ago—real estate that has increased in value so enormously that Parliament is seen to have made a very good bargain. Strictly speaking, the Royal Family costs us nothing. But we like them to spend, and there was much to be said for the fifth George's ceremonial departures by royal train for Sandringham, ninety miles away, the scene complete with red carpet and trembling station-master in silk hat. This cost about \$1,850 each way. But that was how Victoria Regina travelled, and that is how King George VI. will go.

Our new King and Queen like country-house visits, and dining out in town, but I have never seen them in a restaurant. They are particularly natural, cheerful, and unaffected—a near parallel to the young Victoria and Albert. Together they worked a set of chair covers in gros point; they really know about gardens. She is genuinely musical, likes concerts, and sometimes plays on her own harpsichord—an instrument that is coming back into fashion, being specially built on modern lines.

As the Duke and Duchess of York, their friends belonged to no one set. Musically, there are Lord and Lady Allendale, their neighbours in Piccadilly; Lord Allendale is the director of the Covent Garden Opera House. Then there is the attractive young Lady Hambleden, daughter of the Earl of Pembroke. American friends include Lady Astor (Princess Elizabeth, that witty child, was at her children's party) and Lady Astor's two half-American nieces, Mrs. Reginald Grenfell, Nora Phipps' daughter, and Mrs. David Bowes-Lyon, born Spender-Clay. Sir Philip Sassoon, and his cousin, Mrs. Gubbay, who advised on the interiors of their Piccadilly house, are great friends; and the King will, no doubt, continue to enjoy golf at Sassoon House, Trent, as well as shooting-parties with the Pembrokes at Wilton.

The social picture is anything but a dull one; and in this atmosphere of happy and attractive young people are placed all our social hopes.

NATURE MADE THE SMILES—

Dunlap the hats



CRUISE & TRAVEL

1 Felt \$8⁷⁵ Toyo \$12⁷⁵

2 Felt and Panama \$8⁷⁵

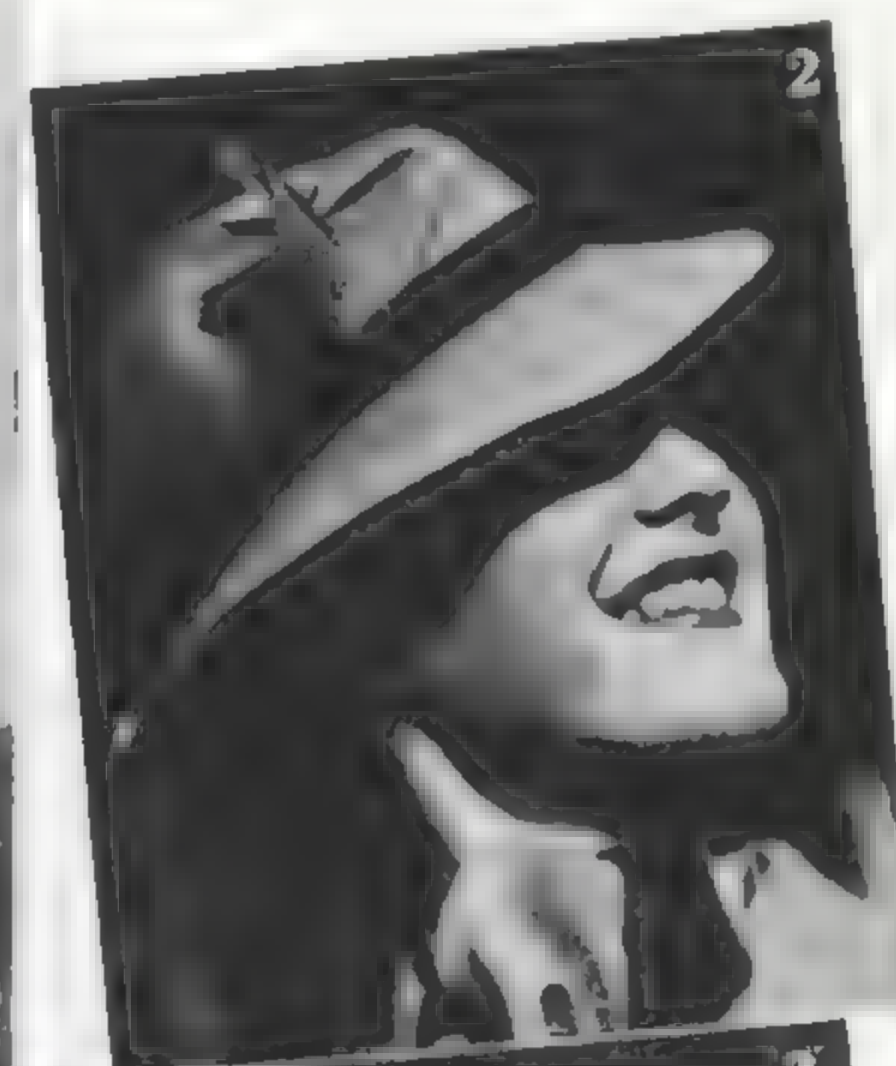
3 Felt \$8⁷⁵ Toyo \$12⁷⁵



TRAVELER*

(Left) No. 1
Felt, Baku, Toyo \$12⁷⁵

(Below) No. 2 and 3
In Dunlap Felt \$12⁷⁵



TRADE-MARK



DUNLAP & CO., INC.

FIFTH AVENUE, NEW YORK

Jaeger & Co., Ltd., Montreal and Toronto, Canada • Trimmingham Bros., Ltd., Hamilton, Bermuda

Agents in Principal Cities

Fashion's Favorite!

FROCKS
OF GENUINE

* SHAGGY SPUN *Linen*



1305—Two-piece combination frock, light-colored blouse and dark skirt. White and Navy, White and Brown, Aqua and Brown, Pink and Dubonnet. Sizes 12-20.

1316—One-piece fly-front frock, with print Ascot tie, jumbo pin. White, Pink, Maize, Aqua, Blue. Sizes 12-20.

An artful group of frocks...masterfully tailored of Shaggyspun, a crisp, crush-resistant linen of wind-swept coolness. Washable, sturdy, free of wrinkle worries. Wear them south. Wear them later for town and country. They're so flattering in style and in fit. **5.98**

AT THESE LEADING STORES

New York	B. ALTMAN & CO.	Los Angeles	BULLOCK'S
Detroit	J. L. HUDSON CO.	San Francisco	THE WHITE HOUSE
Chicago	MANDEL BROS.	Denver	NEUSTETER'S
Boston	E. T. SLATTERY CO.	Atlanta	RICH'S
Philadelphia	OPPENHEIM, COLLINS & CO.	Miami	BURDINE'S
Baltimore	STEWART & CO.	Milwaukee	SMARTWEAR—EMMA LANGE
Washington	WOODWARD & LOTHROP	Newark	L. BAMBERGER & CO.
Cleveland	HALLE BROS. CO.	Toledo	LASALLE & KOCH
Pittsburgh	KAUFMAN'S	St. Louis	FAMOUS & BARR CO.
Jackson, Miss.	KENNINGTON'S	Lansing	J. W. KNAPP CO.
Birmingham	BURGER-PHILLIPS		and good stores everywhere

*Trade Mark Registered LESEM BACH & CO., INC.

GREENBRIER FROCKS INC. 1400 BROADWAY
NEW YORK, N. Y.

HATS ON THE SPRING HORIZON



- Left, above: A flaring brim that lets the first pale suns of spring brighten your face, and that doesn't interfere with the collar of the fur coat you'll wear for another month. The hat's Jean Patou's, of stitched alpaca fabric, ribbon-edged; Rilla Marie
- Height carries on, and never better done than in Maria Guy's exaggerated Scotch cap (second). The blue straw-cloth that makes it is stitched all over and further exalted by a brave penant of red and blue grosgrain ribbon. Janet-Fifth Avenue has this



- Colour—the softly bright, unafraid colours of spring flowers—is blooming on heads above furs. Sometimes the hat is of bengaline, like this stitched one (left, above). It's the best-beloved beret, forked in front for newness. Janet Rose has this model
- Often the hat is of flower-coloured antelope—in dusty-pink, for instance, like the second hat. This mounts up and up, into a squashy sort of beehive, and it's worn with gauntlets in the same shade of soft antelope. Both are from Madame Pauline

DECORATOR'S LOG

(Continued from page 113) into the frieze with swags and tassels. The paper itself shows a meandering vine in orange, green, black, and white, and each width is divided by a lattice-patterned band. The narrow border to be used as a base shows a slightly twisted ribbon in the same colours. This paper is, so far, the only one that reproduces the simple effect of the early stencils. In other colourings, it will find itself in a good many New England living-rooms and bedrooms this coming summer.

With the modern interest in rare woods has come, naturally, a revival of satinwood, long-neglected for no known reason. It is true that a room full of satinwood (or any other wood) is flat and uninteresting, but an occasional piece for contrast will lighten up a dark corner, with its golden-orange glow. The collection at Arthur Vernay's includes a barometer, very rare in this wood, and of fine simplicity; a pair of urn-shaped knife-boxes with finely inlaid stripes; a superb, rather high chest of drawers with a serpentine curve and the typical satinwood wavy pattern in the wood; a large, but very simple break-front bookcase with delicate Gothic muntins; and a pair, no less, of four-tiered what-nots, Sheraton and satinwood at the same moment.

James Pendleton's black glass coffee table, in the manner of the familiar old-mirrored ones, is shown at its best against a white fur rug. Mr. Pendleton has, too, a very amusing chair of bright gilt metal, with super-curved legs and a back that must have been designed after consultation with a book on Spencerian script, all loops and curves. He has, too, a white plaster two-light sconce, baroque and fine, and will develop this idea into a chandelier, given the chance.

EVERETT GRAY LINSLEY



A FEW OF THE
FINE STORES WHERE
YOU MAY OBTAIN
THESE FASHIONS

(SEE PAGE 17)

MILGRIM
New York, N. Y.

JENNY, INC.
Cincinnati, Ohio

SRAEEL & JABALY
Miami Beach, Fla.

MILGRIM
Detroit, Mich.

MILGRIM
Cleveland, Ohio

STUARTS INC.
Boston at Wellesley, Mass.

SUZANNE, INC.
St. Louis, Mo.

THE ADDIS CO.
Syracuse, N. Y.

VOLK'S
Dallas, Texas

GODCHAUX'S
New Orleans, La.

THE BLUM STORE
Philadelphia, Pa.

CHASNOFF, INC.
Kansas City, Mo.

If you cannot find these ensembles at your favorite store, write Herbert & Cooper, Inc., 498 Seventh Avenue, New York

ADVERTISEMENT BY ACETATE DIVISION
E. I. DUPONT DENEMOURS & CO., INC.
EMPIRE STATE BUILDING, NEW YORK

HERE'S TO YOUTH



DOLE HAWAIIAN
PINEAPPLE JUICE

NORMAN MCLEOD

Weyman
California
Sports Hats



Santa Anita Park

California's most fashionable Race Track, where Hollywood Stars and America's smartest sportswomen set the styles for Sports Hats—

... Leading stores and shops everywhere will take your order for these new Acacia Straws or Felts in your exact head-size and color to match your Sports Ensemble.

Weyman Brothers
Makers of Fine Sports Hats
Los Angeles



IVORY TIPS
Protect the Lips

Marlboro
MILD AS MAY

A CIGARETTE CREATED BY PHILIP MORRIS

THE REMARKABLE NEW
ELBOW
Pillow

PATS. PEND

"The greatest innovation since feathers supplanted leaves"



The first scientifically designed pillow that overcomes every fault of the old-fashioned pillow. Once tried, no other pillow will do. It brings you a wholly new concept of sleeping—a new sense of rest, of complete relaxation. One user said, "I sleep so soundly, it makes the night seem too short". Snuggle your shoulder up into the "V"—no draughts down your back, no skidding contents, always a firm yet caressingly smooth, unruffled surface to the face. Dresses bed perfectly. Only \$8.50 and \$10. Pillow cases to fit. For sale at all better stores and shops or write

1. No more pillow punching
2. Keeps out draughts down back
3. Sleep face down, no smothering
4. For mothers after child birth
5. Less tumbles out of bed for Junior

ELBOW PILLOW PRODUCTS CO. INC., 745 FIFTH AVE., NEW YORK

FATHER KNOWS BEST

(Continued from page 59) Many of the more fanatical fathers of to-day practise the arts: artists have, perhaps, more time to muse on the problems of their young. They are, besides, more talented at introspection and at ferreting out the faults in their own upbringing. The usual opening remark of fathers who place their children in one of the famous progressive schools is:

"Don't, for God's sake, bring him up the way my parents did me!"

Most of the advanced fathers seem generously willing to give the mothers a voice in nursery affairs, although there is an extremist school, headed by the late Lincoln Steffens and by Crosby Gaige, the producer, which believes a mother's influence had better be completely eliminated from the home. A woman's coddling, Mr. Steffens used to say, was responsible for every ill from an inferiority complex to dementia præcox.

An offshoot of this philosophy is the cult of the Formal Good-Night. Some fathers, grimly headed by John B. Watson, believe that the child who kisses his mother good-night is laying himself wide open to the Oedipus complex and other horrid *malaises*. They substitute a firm, manly hand-shake when the toddler heads for bed.

There is a story of a playwright father (and could it have been Philip Barry?) who regaled his week-end

guests by telling them that his son was being given every chance to become an artist—no trammeling, restricting influences to hold him back, no inhibitions to prevent him from turning out plays that would bear the mark of genius.

At this point, the son, still a toddler, took it into his head to bite the ankle of his father's listening guest. (And could he have been Donald Ogden Stewart?) The guest leaned over and promptly bit the child.

"And now," he said, "watch and see what a hell of a fine play I'm going to write!"

One of the catches of giving your child a radical education, of course, is that he will find radicalism in any form highly congenial. Children who have weathered six years in a progressive school tend to admire Surrealist paintings, the writings of Gertrude Stein, and the aims of the Communist International. One of the great, unsolved problems of a progressive school in New York City is reclaiming its children of high-school age from the garment-district picket-lines. Liberty League fathers resent this.

Among the advocates of stern and Spartan upbringing is Jascha Heifetz, the violinist, who hopes to high heaven his children will *not* be geniuses, and is doing everything in his power to prevent it. Young Bobby has already elected that, musically, he will remain in

YOUR ROYAL HOST IN Nassau



Built on the 17th Century site of old Fort Nassau, the British Colonial (commanding the sea and the ancient town from a tropical estate on the harbour-front) is the vacation stronghold of smart America and England. The unusual

comforts and complete resort facilities of this famous hotel provide everything you seek in a tropical holiday... its distinguished standards of patronage assure the pleasure of your sojourn... the picturesque scenes of Nassau, the foreign shops and flavour of the past, make each day an adventure...



Enjoy a British Colonial holiday this winter—overnight from Miami or two hours via daily airliner... 2½ days by direct ship from New York. For literature, reservations, etc., address: British Colonial Booking Director, 521 Fifth Ave. (Suite 1238-41), N. Y.—or the Chicago office at 180 N. Michigan Ave. (Suite 615).

BRITISH COLONIAL
HOTEL
NASSAU...BAHAMAS

FATHER KNOWS BEST

the audience. About Josefa, Mr. Heifetz has some slight qualms: she has called her musical doll Lily Pons, but he hopes she can still be diverted from the career of diva.

The Heifetz children are being taught to appreciate music with old-fashioned scales and practice hours, and, if they resist, a suitable punishment is found for them. Their schooling will be conducted, as long as possible, in the home, and under tutors who believe in discipline. They are drilled in good manners and respect for their elders, and are brought up with a stark simplicity. Mr. Heifetz disapproves, vocally, of the American habit of giving young ladies of seven diamond rings and mink coats.

No Heifetz child will be psychoanalyzed, or allowed to claim a "phobia" as an excuse for weakness of any sort. Not, says Mr. Heifetz, by a long shot. He thinks children should be brought in with the cocktails before dinner, suitably scrubbed, and encouraged to make little curtsies around the room. (You can see them doing it on page 59.) He insists that the household shall not revolve around them.

Yet Mr. Heifetz spends perhaps four times as much time with his children as his father did with him. And he will drop anything, at any time, to explain to you the fallacy of the ultramodern educational system. One may crusade for the old way as well as for the new.

And the really novel thing in the world to-day is that fathers should be crusading, and with such vehemence, on the issue of child culture. That, if I remember rightly, used to be as definitely woman's province as choosing the bedroom draperies, or deciding whether the housemaid dusted the piano thoroughly.

Not any more.

There is a colony of fathers, up the Hudson from New York, who have settled down near one of the most advanced of the new schools. A recent acquisition to the settlement is John Gunther, author of *Inside Europe*, who has come back to America so that young John, aged seven, may grow up in this country. John, junior, was well on the way towards being a cosmopolite: he spoke German before he did English and has divided his life between Vienna and London. His best American friend is Mickey Lewis, son of Sinclair Lewis and Dorothy Thompson.

John has never believed in Santa Claus. Sex was explained to him when he was three years old: his answer to his parents' carefully delivered lecture was, "Oho, you can't fool me! That's too funny to be true." This left them in a quandary from which they have not yet emerged.

Young Mr. Gunther has never been allowed to play with toy soldiers. He announced, (Continued on page 122)

CROXLEY "Cruise & Travel" in Three Versions



- ① Look upward, Angel! Let's see your new Croxley in all its glory!
Felt \$8.75 . . . Baku or Toyo \$12.75
- ② Yes, this Croxley gives an air of amusing dignity to your piquant face!
Felt \$8.75 . . . Baku or Toyo \$12.75
- ③ Now, here's a new Croxley that sets off your smile beneath it!
Felt \$8.75 . . . Panama \$8.75

HENRY MORGAN & CO., LTD., MONTREAL, CANADA

*TRADE-MARK



Contemporary
TRADITIONAL

AMERICA'S FINEST OCEAN-FRONT HOTEL

Play life with the modern swing . . . social life with lustre and tang . . . in the beauty of wide, tropic acres beside the sea . . . with a tradition of unique privileges for its selected clientele: these are the advantages that keep the Roney Plaza still the most desirable winter rendezvous. The Roney is still the Roney . . . its vast facilities for fun unequalled . . . its policy of guest entertainment unmatched.

Roney Plaza guests enjoy aerocar transportation, without charge, to all resort activities beyond the hotel estate, and membership privileges, on approval of the membership committee, in the three exclusive Florida Year-Round Clubs. For reservations and literature, (name your hobby) address the hotel direct or the New York office: 521 Fifth avenue, suite 1238-41; Chicago office: 180 N. Michigan avenue, suite 615. MIAMI BEACH FLORIDA

Roney Plaza

LA CHAINETTE...

Where but from Paris could come the inspiration for this dashing crescent-shaped chain bag, with its French dress maker lines? Who but HERMAN could drape it so softly line it so luxuriously . . . tailor it so exquisitely, down to the last detail? Soft calfskin or suede . . . in the new colors, of course. At the better stores. Ten Dollars.



THE HERMAN BAG, Inc. • 6 WEST 32nd STREET • NEW YORK CITY



DON'T BE A DROOP!



SAYS

Jane Heath

● Do you know the difference between a "Droop" and a glamour girl? Nine times out of ten it's her eyes! No man's going to have heart palpitations over a girl whose straight, colorless lashes droop like a venetian blind between him and the mysteries he could read in her eyes. And it's so easy to have lovely, alluring eyes. Just slip your lashes into KURLASH, and in 30 seconds they'll be curled back in an entrancing sweep. Your eyes will have more sparkle, and brilliance, too, because more light can reach them. KURLASH is that handy little beauty necessity that curls your lashes without heat, cosmetics, or practice. \$1 at all good stores.



Use this

● THE worst kind of "Droop" is the one who is a "Beetling Droop," with heavy, sinister eyebrows. But you don't have to be one! Whip out your TWEEZETTE, that clever little automatic gadget for painlessly removing unwanted eyebrow and face hairs, and in no time at all you'll be as smoothly groomed as the lady on a smart magazine cover. Also \$1 everywhere.



and then this

● BUT curling and grooming aren't enough. You must color those sweeping lashes. And LASHPAC does the trick! LASHPAC is your purse-size mascara in a neat lipstick shape. Comes in brown, blue, green, and black. One of your best beauty investments at only \$1.



Kurlash

MAIL THIS TODAY

To: JANE HEATH, Dept. J-1-15
The Kurlash Co., Rochester, N. Y.
The Kurlash Co. of Canada, at Toronto, 3
Please send me, free, your booklet on eye beauty, and a personal coloring plan for my complexion.

Eyes _____ Hair _____ Complexion _____
Name _____
Address _____
City _____ State _____
(please print plainly)

FATHER KNOWS BEST

(Continued from page 121) out of thin air, that he was on the side of Abyssinia in the Italian War. By a coincidence, his father was, too. So long as he becomes neither a Major-General nor an Archbishop, Gunther père will be satisfied. He takes at least one afternoon a week away from writing to accompany John to a zoo or a museum. They both prefer the former.

A father who nails his standard to Discipline is, of all people, F. Scott Fitzgerald, the prophet of Flaming Youth and of very little restraint, indeed, in the old days. Now Mr. Fitzgerald lives on Baltimore's Park Avenue and brings up his daughter, Scottie, with a severity which, they both agree, exceeds that of any of his friends.

"The best that I can wish a child is a little misfortune," says *The Ring and the Book*, and Mr. Fitzgerald is fond of quoting it. He violently opposes all progressive schools, which, he believes, confront the child with theoretical problems long before he has learned the value of discipline and work. The way to knowledge, he says, is not easy, but it is worth while travelling. His daughter has been taught to concentrate, to study, and to plug.

"What a child does not learn at home or in school, life will teach him with a stick," he says grimly. Military discipline is the panacea of Mr. Fitz-

gerald, who blames all his own misfortunes on self-indulgence. His fifteen-year-old daughter does not protest.

Even modern fathers who have regular office hours take the job of parenthood seriously, and spend many more hours with the young fry than was common in the days when children were the mother's concern until they reached the age of ten or twelve. Fathers nowadays make sacrifices that would have seemed fantastic in another age. The decision of where the family is to live is increasingly often being settled with the children's school, rather than the father's job, in mind.

John Farrar, the publisher, is a case in point. Five years ago, he and his wife became alarmed at the sophistication of their New York friends, as seen through a child's eyes, and decided that something must be done about it. After prayerful consideration, they agreed that a child should grow up surrounded by conventional people, and orthodox behaviour.

"So that he can revolt against them when he is sixteen," they said.

To give their children a good, dull, conservative background, they moved to one of the bleaker suburbs and simulated an interest in civic affairs. The trouble was that Mrs. Farrar wrote—and published—a magazine article explaining the theory back of the move,

Trimble TAILORED FELTS



THE CRUISE

These chic Trimble Hats are famous for the supreme quality of felt and their superb tailoring. They're made by a famous maker of men's hats and hence possess the solid masculine virtues—that is, they're shape-retaining, long-wearing as well as smart. Inquire about Trimble Felts at your favorite shop.

TRIMBLE HATS • 411 FIFTH AVENUE • NEW YORK CITY

ready for resorting or
a gay life at home in

Mayflower SHIPSHAPE FROCKS



Mayflower
SHIPSHAPE FROCKS
SANFORIZED SHRUNK
BUY YOUR CORRECT SIZE
LOOK FOR THIS LABEL

A dashing Dalmatian print with a gracious charm becoming to miss or matron. Made of a delightfully soft, super-quality LaChine muslin, Sanforized Shrunken so you can buy your correct size. You'll find this and other Mayflower Shipshape Frocks in **398** leading stores in every city.

Write for our Fashion Booklet

MAYFLOWER DRESS CO., Inc.
1350 Broadway New York

JOHN WANAMAKER	New York
CARSON PIRIE SCOTT & CO.	Chicago
CONRAD & CO.	Boston
J. I. HUDSON CO.	Detroit
KRESGE DEPT. STORE	Newark
BULLOCK'S	Los Angeles
STIX, BAER & FULLER	St. Louis
FORBES & WALLACE	Springfield
T. A. CHAPMAN CO.	Milwaukee
WOLF & DESSAUER	Fort Wayne
H. C. CAPWELL CO.	Oakland
MILLNER'S	Lynchburg
NEUSTETER'S	Denver
WM. H. BLOCK CO.	Indianapolis

And Other Leading Stores

What every wise parent should know!



The matter of choosing a school is one that requires time and deserves careful consideration.

It involves the selection of the right teachers, suitable surroundings and proper companions—primary influences which, in no small measure, shape the development of every child.

Needless to say, there is danger of jeopardizing a child's future progress—to say nothing of its happiness—by allowing financial considerations to play too big a rôle.

Obviously, "special inducements" are often used to cover deficiencies in academic standing, physical equipment and cultural background. Yet these are the very factors that should determine your choice.

Investigate the schools listed on pages 24 and 25. You may rest assured that their calibre and standing are such as to warrant our unqualified endorsement.

Moreover, Vogue's School Bureau will be glad to aid its readers by answering any inquiry concerning schools. Call at our office or write us fully. All inquiries are given individual and personal consideration.



VOGUE'S SCHOOL BUREAU

1928 Graybar Building
Lexington Ave. at 43rd St., N.Y.
Telephone: MOhawk 4-7500

FATHER KNOWS BEST

and describing her neighbours as good, dull, and conservative. They may have been all these things, but they could read: the article was spotted, and the Farrars now live in New York.

The two older children had a flurry of anonymous publicity a few years ago. They served as subjects for a series of photographic studies of a child's day, which Lena Towsley made, and Farrar and Rinehart published in book form. One photograph showed the two children praying: this evoked such a storm of protest from the book-sellers who saw the advance copies that the plate was hastily suppressed.

The *New York World-Telegram* picked up the story and set off a lively national controversy on the question: Do modern parents let their children pray? The Farrar children (who do *not* say their prayers) went on about their business.

One does not need to be a fanatical father or a celebrity to move to the country for the children: half the residents of Scarsdale or Lake Forest will carefully explain to you that they commute for the children's sake. But you can detect the genuine Paternal Parent by his packing up his lares, his business, and his muse and moving close to the school whose theories tab with his. John Gunther did this. So did Whit Burnett, editor of *Story Magazine* and Philip Barry. And so did Floyd Dell, author of *Moon*

Calf and Love in the Machine Age.

Mr. Dell has had two marriages and two sons, although he belonged to that group of Greenwich Village writers who abhorred domesticity in their youth. He is now almost embarrassingly domestic, but he offers a fruity explanation.

Monogamy, Mr. Dell tells you, leads to satiety and broken plates. Polygamy has its drawbacks, too. But family life combines the virtues of both states: the wife's jealousy of her husband's favourite child is just strong enough to give a tang to his fidelity. In one small household, tangled and complex variations can be achieved.

To Floyd Dell and his school of revolutionaries, enlightened fatherhood is a crusade that has come to brighten the years when they can no longer becomingly rebel against their own parents. He and his friends—and all the fanatical fathers—gather at each other's houses and knowingly discuss the psychological problems of childhood. It is a bit like playing God.

And it may work. The youngsters on whom they lavish this care may turn into a generation beside which our own seems crude. Men have a way of revolutionizing any subject to which they turn their minds.

Who shall say that our young, now that men have taken them up, may not emerge as a series of small masterpieces from their fathers' hands?

"Preview" Spring Fashions!

MADemoiselle Styles by HUBRITE

Mademoiselle models—bright and gay—for you to wear now and straight thru Spring! Tubbable—color-fast—new and refreshing as *Vogue*! See them now at your favorite shop . . .

\$5.98

Two-piece linen. Navy, Burnt Orange, Green, Dubonnet, or Brown—on Natural. Plain Natural separate skirt. Sizes 12-20. (SANFORIZED-SHRUNK: Buy Your Correct Size.)



Fly Front Frock in Spun Rayon Shantung. Exclusive pattern of colorful nosegays on Maize, Aqua, Dubonnet, Navy, or White. Sizes 12-20.

HUBRITE
Informal Frocks

FREE!—Write now for Florence Joy's "Spring Fashion Sketches"—illustrating many styles, and name of Hubrite store nearest you. Address Dept. 3—Hubrite Informal Frocks, Inc., Boston, Mass.

"FOR INEXPENSIVE SMARTNESS"



She drives a CORD

The same flair for individuality she displays in the selection of her clothes, led her inevitably to a Cord. She was first attracted by the marked contrast of the Cord, to the commonplace. Then she took the wheel, and found that the Cord differed by an equally wide margin in ease of handling, smooth riding and luxurious comfort.

AUBURN AUTOMOBILE COMPANY
CONNSVILLE, INDIANA

Hats to
Remember
You by



BYRON
HAT CORP.

FIFTH AVENUE, NEW YORK
Agents in Principal Cities

Here you can purchase Vogue's "finds of the fortnight"

Pages 96-97

- | | |
|---|---|
| ALABAMA
Birmingham—Burger Phillips Co. | OREGON
Portland—Meier & Frank Co. |
| CALIFORNIA
Fresno—Bruckner's
Los Angeles—J. W. Robinson Co.
San Francisco—City of Paris | PENNSYLVANIA
Harrisburg—Worth's
Hazleton—Wears, Inc.
Philadelphia—The Blum Store
B. F. Dewees
Pottsville—Caster's
Scranton—The Heinz Store
Wilkes-Barre—The Isaac Long Store |
| DISTRICT OF COLUMBIA
Washington—Julius Garfinckel & Co. | TENNESSEE
Chattanooga—Miller Bros. Co.
Memphis—B. Lowenstein & Bros. |
| FLORIDA
Jacksonville—Cohen Brothers | TEXAS
Abilene—Ernest Grissom, Inc.
Dallas—Neiman-Marcus Co.
Wichita Falls—W.B. McClurkan & Co. |
| GEORGIA
Atlanta—Davison-Paxon Co. | UTAH
Salt Lake City—Herbert I. Michael |
| HAWAII
Honolulu—The Liberty House | VIRGINIA
Lynchburg—J. R. Millner Company
Richmond—Miller & Rhoads, Inc. |
| ILLINOIS
Chicago—Carson Pirie Scott & Co.
Springfield—Herndons | WEST VIRGINIA
Charleston—Betty's, Inc.
Huntington—The Style Shop |
| INDIANA
Marion—Nina Ray Swift | WISCONSIN
Madison—Woldenberg's, Inc.
Milwaukee—T. A. Chapman Co. |
| IOWA
Des Moines—Yunker Brothers, Inc.
Mason City—Damon's, Inc. | CANADA
Belleville—Nellie Smith
Brandon—Doig's Store, Ltd.
Brantford—Nyman's, Ltd.
Brockville—Miladi Store
Cornwall—Segals Ladies' Wear
Fort William—Chapples, Ltd.
Galt—A. H. Appleton & Co.
Kingston—John Laidlaw & Son, Ltd.
Lethbridge—L. Cameron & Co.
London—Wolf Bros., Ltd.
Montreal—Henry Morgan & Co., Ltd.
Niagara Falls—Louise Smart Shop
Ottawa—A. J. Freiman, Ltd.
Owen Sound—Royal Ladies' Wear
Peterboro—Barries, Ltd.
Quebec—Holt, Renfrew & Co., Ltd.
Sarnia—Wolf Bros., Ltd.
Sherbrooke—Gabrita, Ltd.
St. Catharines—Peggy's, Ltd.
St. John—F. W. Daniel & Co., Ltd.
St. Thomas—Anderson's, Ltd.
Toronto—Robert Simpson Co., Ltd.
Vancouver—David Spencer, Ltd.
Woodstock—John White Co., Ltd. |
| LOUISIANA
New Orleans—Gus Mayer Co., Ltd. | |
| MARYLAND
Baltimore—Hochschild, Kohn & Co. | |
| MASSACHUSETTS
Boston—Jays, Inc. | |
| MICHIGAN
Flint—Ruth Davy
Grand Rapids—Nathan Strauss Co., Inc. | |
| MISSOURI
St. Louis—Madeleine et Cie. | |
| NEW YORK
Buffalo—L. L. Berger, Inc.
Rochester—McCurdy & Co. | |
| NORTH CAROLINA
Asheville—Jean West | |
| OHIO
Cleveland—Lindner Co.
Toledo—The Gillespie Shop
Youngstown—Chas. Livingston & Sons, Inc. | |
| OKLAHOMA
Oklahoma City—John A. Brown D. G. Co.
Tulsa—Brown-Dunkin Co. | |

IF NO SHOP in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, New York City.



A perfect nail polish

FOR SMART GIRLS AND
YOUTHFUL WOMEN

Two new colors—

Peach and Blush

● Fascinating La Cross Creme Nail Polish shades in dusky reds with soft coppery undertones. Glamorous colors for smart finger-tips.

La Cross
CREME NAIL POLISH

looks better and stays on longer

TRIAL OFFER Peach, Blush, Acorn, Sun Tan, Rust. For trial size of any one of these new smoky shades, mention color desired and send this advertisement with two 3c stamps to La Cross, Newark, N. J. V-11537

the right school

● The right school for your child may seem difficult to find. First of all, you can't afford to make any selection, without diligently weighing every factor involved—climate, course of study, athletic facilities, desired preparation for college. And often it's hard to do this impartially, if your child is set on going somewhere else.

● But don't let the problem discourage you. Instead, come and consult Vogue's School Bureau, or write to us at length. A competent staff of college-trained men and women is in charge of the Bureau and will consider carefully the individual case of your child's education. Somewhere, between every parent's "pro" and every child's "con", there's a happy medium—the RIGHT school. Vogue's School Bureau will strike this happy medium for you, because it is familiar with every top-ranking private school, specialized school, and vocational school in the United States and Europe.

**VOGUE'S
SCHOOL BUREAU**

1928 Graybar Bldg., New York
Phone MOhawk 4-7500

POISE

is in your hands

This is the story of a woman. She isn't exactly a beautiful woman. Her face and her figure are not unusual.

And yet she's attractive...definitely so. She makes a lasting impression on all who come in contact with her. There is a natural gracefulness that makes her stand out from the crowd. Beginning in her fingertips and in her smooth, expressive hands, she has a confidence of motion that radiates through her entire personality.

The secret of her poise is this: she always keeps her hands comfortable. She knows that when hands don't feel right, they can't look right to others. And she knows also that comfortable, confident *hands* are a prime asset of *any* personality.

Try Frostilla Lotion for a week... and notice how much more comfortable your hands become. And with that comfort you will find a greater degree of poise and confidence than you have ever known before.

☆ ☆ ☆

Frostilla is the perfect skin lotion... For over 60 years it has been recognized as the first and basic requirement to skin loveliness by all women who insist on the best for their skins. During cold weather it has no equal as a real defense against chapping of hands, face and lips.

Frostilla stands apart from other lotions and creams because it does two things. First, it makes the skin smooth, attractive to the touch and delicately fragrant. Second, it imparts to the skin the resiliency that is essential, if the skin is to maintain a youthful appearance.

Nowhere can you find such quality in a lotion or cream at any price. Fourteen exquisite flowers from Southern France contribute their perfume to Frostilla Lotion. This essence alone would make a perfume as expensive as anything you can buy from the world's leading perfumers. Another ingredient is selected from certain trees found in the Ural Mountains of Russia. No place is too distant, no care too great to bring to Frostilla the qualities that make it the soothing lotion that protects and conditions the skin.

Make these two tests and you will never be satisfied with anything less than Frostilla. Test No. 1. Take your most expensive perfume, a bottle of Frostilla and any other lotion or cream... Then, after smelling your favorite perfume as a standard of fragrance, smell the other two. You will quickly discard all other lotions and creams in favor of Frostilla Fragrant Lotion. Its quality is instantly apparent. Test No. 2. Dip a toothpick in Frostilla and another one in any other cream or lotion... Let them dry! Then slip your fingers along the toothpicks. You will find that Frostilla leaves no gummy or soapy residue. Frostilla does not "coat" the skin. It is a true skin conditioner.

35c, 50c, and \$1.00 sizes everywhere. Travel size at better ten-cent stores. The Frostilla bottle (35c and 50c sizes) fits most standard wall dispensers.

A Gift for Frostilla's friends



Margery Wilson, International Authority on Charm and Poise

What do you do with your little finger when you pick up a glass or cup? How do you hold a cigarette? Pick up cards? Shake hands? Margery Wilson gives the authoritative answers to these and other questions in an illustrated booklet on how to use your hands correctly. Although this booklet is priced at 50c, we have arranged to present it without charge to Frostilla users in the United States and Canada until May 30, 1937. Just mail the front of a 35c, 50c or

\$1.00 Frostilla Fragrant Lotion carton (or two fronts from 10c sizes) with your name and address, and your FREE copy will be forwarded postpaid. Address "Frostilla," 461 Gray Street, Elmira, N. Y.



FROSTILLA

Fragrant Lotion

Feeling Fine

GOES WITH A LIGHT SMOKE

"On top of the world." It's the grand feeling that goes with smoking Luckies . . . a light smoke that treats you right . . . that's truly kind to your throat . . . that delights you with the savory flavor of the highest priced center leaves of rich tobaccos. A light smoke—because only Lucky Strike gives you such fine tobaccos plus the priceless throat protection of the "Toasting" Process. Only Lucky Strike.



a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"